APRIL 3, 1944 BUSINESS & FINANCE PRICE 15 CENTS

BROADCASTING

The Weekly Newsm of Radio

Broadcast Adver

Detroit Public Library
Woodward & Kirby Avenues
Detroit, 2, Michigan

do you play
the ocarina
while listening?

AN ODD QUESTION to ask people? Perhaps. Would Crossley, Inc.'s personal interviewers ask it of listeners in the WOR area? Maybe, if it advanced the knowledge and understanding of *how* and *why* people listen to *your* program.

Month after month, you see—for more than two and one half years—Crossley's trained research sleuths have knocked on hundreds of thousands of listeners' doors. Each month they ask one specific opinion question, over and above the penetrating personal quiz they give people for WOR's "Continuing Study of Radio Listening."

Most always the answers to these opinion questions break fresh trails on radio's frontier; uncover new and surprising angles of value to the industry, to WOR, to the clients this station serves.

What are these opinion questions like? Typical are the following:

"Do you object to advertising on news programs?"

"Do you have a child? If yes, what is the best time of day for you to listen to a radio program especially directed at children?"

These are but two samples from a working file of more than twenty-two questions and their detailed answers. And the list grows, month by month. Is it any wonder that WOR can advise you wisely when you're time buying; when you want to dig below the obvious and add to the value of your radio investment?

Make it a habit to call WOR when you're planning that next buy, or fidgeting about your present one. WOR can tell you things about listening that nobody else can. And its answers will bring you a greater per-penny profit on every penny you invest.

that power-full station **WOR**

at 1440 Broadway, in New York

IN TOWN . . .

E. J. Hillier, shipping clerk for Skinner Paint Company, owns his own home in Galesburg, Illinois. The Hilliers have four children, three of them at home and 19-year-old Ernest with the U.S. Marines somewhere in the Pacific. Backing up her Marine son, Mrs. Hillier is making airplane parts at the Gale Manufacturing Company. The pictures show Mr. Hillier checking out at Skinner Paint Company and the family at dinner: Left to right, Howard, age 17, Mrs. Hillier, Mr. Hillier, Velma, 15, and Carole, 10.

THE SAME FAMILY . . in Town and Country

They think and react alike

HERE in Midwest America, you'll find the same type of folks in the cities and towns as you do on farms, people with the same likes and interests. Many of the folks in the cities still have relatives on the farm. Take these two groups, for example. The C. A. Hillier family farm 117 acres near Galesburg. His brother, E. J., lives in the town itself, where he is shipping clerk for a paint company. Both families are regular WLS listeners . . . and *buy WLS-advertised products!* Checking last year's purchases in classes of goods advertised on the station, we found 42% of the city Hilliers' selections were brands advertised on WLS, and 34% of the farming Hilliers' selections were WLS-advertised. Here's definite evidence that WLS advertising *Gets Results!*

WLS
CHICAGO
The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER *President*
GLENN SNYDER *Manager*

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK—KOY PHOENIX ★ KTUC TUCSON ★ KSUN BISBEE-LOWELL

. . AND COUNTRY

C. A. Hillier, farming 117 acres near Galesburg, is a brother of E. J. Hillier, who works and lives in town. The Hillier farm home, one of the show places of the county, has every modern convenience—electric stove and refrigerator, running water, stoker-fired steam heat. The family have four cars and four trucks, plus tractor. In addition to his farming business, C. A. Hillier is distributor for an oil company, also has a garage and auto supply firm. The photos show C. A. Hillier with milking machine, and the family: Zelma, Galesburg businesswoman; Donald, 14, Russell, 12 Mrs. Hillier and C. A. Hillier. Another daughter, Mary Jane, attends the University of Iowa.

Advertisement No. 5 in a Series

It's DISTRIBUTION that COUNTS!-

Why not get the BEST results in Philadelphia, by using "The *Station* that SELLS"?

WPEN

950 ON THE DIAL • 5000 WATTS

KOIL Columbia, of course The Radio Buy of OMAHA

Milwaukee has its *Marquette*

Omaha has its *Creighton University*

Omahans Are Strong for Higher Education

Sports page followers are familiar with the prowess of Creighton's athletic teams . . . particularly basketball. And, educators are thoroughly aware of its high scholastic standards.

Prosperous, responsive Omahans are justly proud of their educational facilities . . . from kindergarten through college. People with such a "bent" for education are certainly worth "educating" for whatever product or service you are selling.

To reach them most directly, and at lowest cost . . . KOIL is THE Buy. Let us send you availabilities.

A PRIME MARKET

According to Sales Management; DOUGLAS COUNTY (Omaha) ranked SECOND in the entire nation in Per Capita Increase in Effective Purchasing Power . . . during the first nine months of 1943.

Represented Nationally by Edward Petry Co., Inc.

KOIL CBS Omaha in

5000 WATTS — 1290 KILOCYCLES

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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TWICE THE PULLING POWER ON WOL

BECAUSE WOL SELLS TWICE AS LONG . . .

WOL

WASHINGTON'S ONLY 24 HOUR STATION

SPOT SALES, INC., NAT'L. REPS.—NEW YORK, CHICAGO, SAN FRANCISCO, HOLLYWOOD.

QUIZ FOR TIME-BUYERS!

- ☐ What Are The Communities With a Population of 25,000 and Over in America's 4th Largest Market?
- ☐ What Are The Program Preferences in This Market? Morning? Afternoon? Night?
- ☐ What Is The Comparative Rating of ALL Stations by ¼ hour periods—day and night?
- ☐ What North Jersey Station Pulls Over a Half Million Pieces Of Mail Annually?

Whether you're buying time—or someone's buying it for you—knowing the answers to these vital questions will provide you with the important key to the vast buying power of the 3½ million people in America's 4th Largest Market!*

Now for the first time, the answers to these questions (and scores of others) are available to you in a complete radio study—based not only on continuous house-to-house surveys; but also on an analysis of extensive mail offers and numerous retail store records.

Smart time-buyers are already using this informative data to great advantage. Are you? If not, write or phone today.

National Representatives (Outside New York Area) Spot Sales, Inc.

WAAT 970 KC NEWARK, N. J.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

**Do you realize this market contains over 3½ million people; more than these 14 cities combined: — Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.*

ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING

HASSELL W. SMITH

General Manager, Hillman-Shane-Breyer, Inc., Los Angeles

Says—"Spot broadcasting is a natural for any product on which distribution is spotty"

●Far be it from us to put words into your mouth, Mr. Smith, but it seems to us you could *then* go on to say "— and that means spot broadcasting is a natural for 999 out of every thousand products made in America"!!

●Come to think of it, we'd like for all you agencies and advertisers to tell us the name of even *ten* consumer-products which have uniform and ideal distribution in every good trading center in the United States. For all the rest, we're sure you'll agree, there is a definite and measurable place for spot broadcasting.

●And, incidentally—if any of the markets at the right are "low spots" for *your* products, we'd certainly like to discuss the matter with you.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
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WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KECA . . . . . LOS ANGELES
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KIRO . . . . . SEATTLE
KFAR . . . . FAIRBANKS, ALASKA
and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *6331 Hollywood* Hollywood 2151 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 26, No. 14 WASHINGTON, D. C., APRIL 3, 1944 $5.00 A YEAR—15c A COPY

Industry Moves to Avert Manpower Crisis

McNutt Is Asked to Clarify Radio Status

DESPITE assurances from War Manpower Commission headquarters that broadcasting as an industrial entity is retained on the list of essential activities, serious unrest developed in radio circles last week as some local draft boards reclassified station executives and employes in the 1-A category with little regard to industry or occupational essentiality.

Confusion over the status of broadcast executives developed in the wake of the virtually total elimination of deferments in the age group 18 through 25, except where critical war work is involved. Local draft boards, according to reports from stations, were throwing out deferments for station managers, other executives and technicians in the age brackets up to 38. Little effort was being made to get preferential treatment for those in the lower age group, since it appeared evident such appeals were futile.

McNutt Ruling Sought

Strenuous efforts were made last week through Commissioner E. K. Jett, of the FCC, chairman of the Coordinating Committee of the Board of War Communications, the NAB and other station and network representatives, for a reaffirmation by War Manpower Chief Paul V. McNutt that broadcasting, as an essential field, should not be stripped further of its needed manpower in the age group over 26.

The managers of two important Washington stations last week found themselves reclassified in 1-A after having held 2-A or "essential industry" deferments. Reports from other areas were largely the same.

At Selective Service headquarters BROADCASTING was informed that the current effort deals only with men under 26 and that if a sufficient number of selectees can be procured, local boards should go slowly in inducting men above that age. Some registrants over 25, however, it was said, are bound to be "caught" in the current drive to fill quotas. In such cases, it was advised unofficially that employers immediately should go to the State directors and have the cases reopened and reconsidered.

The State director, it was emphasized, is becoming more and more the key figure. While the term "essential" retains some significance, it has lost most of its strength. Those employes in occupations classified as "critical" in the brackets above 25 have a better chance for deferment but not necessarily an automatic one, it was emphasized.

'Critical' Requirements Cited

What is being done now, it was declared, is to establish the policy for the 18-25 group, and thereafter to approach the next segment, possibly covering men in the group 26-29, and finally the group 30 through 37, inclusive. Those in the 26-29 group, for example, it was pointed out, would not be deferable unless they are in *highly skilled* pursuits. In communications, there are 18 occupations listed as critical, including chief engineers, whether in broadcasting or common carrier fields.

To procure a deferment, a showing must be made that the particular employe is making a substantial contribution to the war effort and that as a "critical" employe he cannot be replaced by a person with less than two years' training.

The new "hard-boiled" policy, it was stated on high authority following a meeting of the Inter-Agency Committee on Occupational Deferments last Friday, deals only with the 18 through 25 age group. Commissioner Jett declared following the sessions there were "informal assurances" that those in the higher group will be given further deferments for some time to come.

An official of the WMC pointed out that local draft boards are at liberty to ignore completely the list of essential activities or occupations and that they are paying no attention to them in proceeding with the induction of men under 26. The boards are giving consideration "in varying degrees" to the lists as far as the 26 to 38 year group is concerned, he said.

It was explained that the essential lists, however, are of importance from the standpoint of manpower stabilization policy and that inclusion of broadcasting freezes employes as essential workers, preventing diversion of employes to other industries.

As far as the deferment of men under 26 is concerned, WMC expressed doubt that the communication industry would receive consideration in the formulation of a new list of "supercritical" industries in which younger men can be deferred. It was pointed out that

(*Continued on page 66*)

New Federal Post for Fly Discussed

Revived Reports Also Mention Closing of House Inquiry

ALTHOUGH confirmation was lacking in official quarters, reports were current in Washington last week of an impending reorganization of the FCC, with Chairman James Lawrence Fly to be elevated to a new Government post. Predictions were that the reorganization would develop within 60 days.

The revived talk of impending changes, circulated widely on Capitol Hill as well as "downtown", embraced also the likely termination of the House Select Committee investigation into the FCC, premised upon Mr. Fly's assumption of other duties. Moreover, there was tied into the conversation the view that the drive toward new radio legislation at this session would be dropped.

Post-War Post?

Several possible new assignments for Mr. Fly were speculated upon. Foremost was the report that he would be named to an important post in connection with international communications, looking toward post-war developments. Credence appeared to attach to this because of Mr. Fly's avid interest in this field and in the light of the action last week by the Senate in approving a resolution for an initial $5,000 fund for the investigation of international communications by the Interstate Commerce Committee authorized several months ago. Mr. Fly has advocated a unified common carrier communications system capable of competing with the far-flung British monopoly in the post-war era.

Also mentioned, in the event the coordinator's assignment is premature, was possible designation of Mr. Fly to the chairmanship of the Tennessee Valley Authority, where he served as general counsel prior to his appointment to the FCC in 1939 by President Roosevelt. Yet another possible post is the vacancy on the U. S. Court of Appeals for the District of Columbia, created by the appointment of Associate Justice Fred M. Vinson as Director of Economic Stabilization.

No word has come from the White House regarding these reports. Nothing has happened, however, to indicate that the Chief Executive does not have complete confidence in Mr. Fly, who has been "in the saddle" on radio and communications virtually since his appointment, and in the face of mounting Congressional opposition. Moreover, it is an open secret that Mr. Fly's FCC stewardship has been opposed by many officials close to the President.

Should the new Fly assignment eventuate, it was logically presumed that the chairmanship of the Commission would fall to one of the Democratic incumbents—T. A. M. Craven, Clifford J. Durr, or Paul A. Walker. Also mentioned as a possibility is Commissioner E. K. Jett, appointed as an Independent, which presumably would qualify him for the chairmanship, even though not a Democrat.

Commissioner Craven's term expires June 30 and he has not yet indicated whether he will be a candidate for reappointment. In informed quarters, it is thought he can be renominated by the President for another seven-year term. Commissioner Craven would have strong Congressional and industry

(*Continued on page 67*)

Department Store Group to Test Radio

Joske's, in Texas, To Start Clinic About May 1

RADIO is to demonstrate to the retail trade what kind of a job it can do with broadcast advertising.

On the eve of the National Retail Dry Goods Assn. three-day conference in Cincinnati April 4-6 Lewis H. Avery, NAB director of Broadcast Advertising, announced last week that a clinical test will be conducted in a half dozen cities, beginning about May 1 in San Antonio.

Joske's Test

At the invitation of Joske's of Texas, San Antonio, largest department store in Texas and leading retail outlet in the Alamo city, along with officials of San Antonio's stations, Mr. Avery and Paul W. Morency, general manager of WTIC Hartford and NAB District 1 director met with officials of Allied Stores Purchasing Corp., New York, and Joske's, to work out a 52-week campaign. It was agreed that the clinical test will be conducted under the guidance of the NAB.

During the last few months both Mr. Avery and Mr. Morency have met with Russell A. Brown, sales promotion manager of Allied Stores; James H. Calvert, managing director, and James Keenan, advertising manager, of Joske's; J. N. Pitluk, president of Pitluk Adv. Co., San Antonio, which places all of Joske's radio time; and representatives of the five San Antonio stations — KABC KMAC KONO KTSA WOAI. Mr. Morency headed the NAB Retail Promotion Committee which sponsored the Retail Promotion Plan.

In addition to Joske's, the clinical test will be conducted for several other stores, among which may be: Jordan Marsh Co., Boston; Bon Marche, Seattle; L. S. Donaldson Co., Minneapolis; Rollman & Sons Co., Cincinnati; O'Neill & Co., Baltimore; Dey Bros. & Co., Syracuse, all affiliates of Allied Stores Purchasing Corp. Definite dates on the tests other than San Antonio, however, have not been set.

At the request of Joske's the NAB is interviewing candidates for the post of supervisor of the campaign. Although several men and women outstanding in the retail and radio fields are under consideration, Mr. Avery said a selection will not be made until an exhaustive search has been conducted and some 30 or 40 candidates have been interviewed. The person chosen for the post must have wide experience in both retailing and broadcast advertising. Headquarters probably will be maintained in San Antonio until the campaign gets underway. The appointed also will supervise other clinical tests.

Not New to Joske's

Broadcast advertising is not new to Joske's. For some years the store has effectively used radio, but following conferences with Mr. Avery and San Antonio station managers, Mr. Calvert expressed a willingness to participate in the clinical test on an all-out basis. For that purpose he informed the NAB that 20 to 25% of his advertising budget for a one-year period will be diverted to radio.

In addition, Joske's budget for radio time will be augmented by funds from national manufacturers of items featured by the store in a cooperative move to give radio the acid test. The proposed increased appropriation for radio, however, is not intended to replace unavailable newspaper space. Rather it is to augment the store's overall advertising expenditures.

Check on Merchandise

Broadcast advertising will be used by Joske's for specific items, specific departments and for institutional copy. Throughout the test, Joske's will keep a close check on merchandise turnover to ascertain what sales can be traced to broadcast advertising. Facts and figures compiled during the test will be made available to the NAB for use in other localities and in the NAB's bid for a larger slice of the retail advertising dollar.

Merchandising, promotion and every art known to successful radio advertising will be used to demonstrate that radio can produce outstanding results at low cost. Plans contemplate the assignment of an experienced copywriter and production person to work fulltime with Joske's, the Pitluk agency, the NAB, and San Antonio stations participating in the test.

Once the staff is organized and ready to move, the advertising, promotion and merchandising goals of Joske's will be evaluated. Surveys will determine what segments

(*Continued on page 55*)

Piano Request

CEDRIC ADAMS, newscaster of WCCO Minneapolis, made an appeal on his noon time broadcast requesting six pianos to be flown by plane to a Marine base in North Carolina, where many Minnesota men are stationed. Within a half-hour after Cedric's request went on the air, seven listeners offered pianos.

Retailers Eager to Know About Radio

Radio and Stores Will Blend Ideas During NRDGA Panel

By LLEWELLYN HARRIES

Manager, Sales Promotion Division
National Retail Dry Goods Assn.

IT HAS LONG been felt that if retailers and radio people could be gotten together at a central point and if constructive criticism could be handled by a group of experts that perhaps the main differences that have arisen in the past concerning radio advertising could be erased once and for all.

Numerous surveys have been made and the conclusions have been the same—"how can retailers benefit from radio and how should a radio program be set up?"

How Radio Aids

The Sales Promotion Division of the National Retail Dry Goods Assn. at the coming session on Radio Advertising on April 6 at the Netherland Plaza in Cincinnati, may once and for all do away with surveys and get on the ground floor of what retailers expect from radio and how retailers can build their program.

The session has been built around the idea that we will have co-chairmen; one from a department store and one from the radio field, plus a panel of five or six experts to answer any and all questions regarding retail radio advertising.

Three of the best-known men in radio have been chosen to represent that industry. These men, we feel, know the answers that retail promotion men are seeking.

On the other hand we have three retail publicity directors who have a great many years' experience in advertising by means of radio. These men, we believe, can help the broadcasters and retailers in telling them how to organize a successful radio program.

Good Radio Ads

The Sales Promotion Division of the NRDGA feels that retail radio advertising has progressed by leaps and bounds the past few years and in the very near future the majority of stores throughout the country will find definite need in setting up individual radio departments manned by people who know the answer to successful retail radio advertising.

Many retailers have played around with the old adage for many years "not to shoot that skunk, it may turn out to be a silver fox" and they are just realizing how true the adage has been. The radio has proved to be the silver fox of retail advertising.

Stepping up retail advertising to a new pitch is one of the first tasks that retailers will face during the post war period. They feel that now is the time to find out the basic principles of good radio advertising. It is hoped that the Radio Session will supply these answers.

Test Plan

This session on radio advertising is a combination of one of the joint programs that is being carried out by the NAB and the Sales Promotion Division of the NRDGA. It is believed it can set a pattern for future clinics and will be indicative of how closely together retailers and radio broadcasters can be.

The Radio Session is lined up as follows:

Morning Session

10-12—Open Forum
Co-Chairman—Statement by Store Panel Chairman
B. Lewis Posen, publicity director, Hochschild, Kohn & Co., Baltimore
Co-Chairman—Statement by Radio Panel Chairman
Dietrich Dirks, KTRI Sioux City
PANEL—*Experts on platform*
C. K. Beaver, KARK Little Rock
Walter Johnson, WTIC Hartford
Arthur Hull Hayes, WABC New York
Paul McCarthy, Publicity Director, J. N. Adams Co., Buffalo
E. Davis McCutchon, sales promotion manager, D. H. Holmes Co., New Orleans
Richard G. Meybohm, publicity director, J. W. Robinson Co., Los Angeles
Questions—1. What is being done to help retailers benefit from radio? 2. What are the best means of using radio?
12:15-2:15—Luncheon, Television

Afternoon Session

2:30-3:15—Radio Forum
Chairman—Statement by chairman. John W. Outler Jr., WSB Atlanta
PANEL—*Experts on platform*
Sam H. Bennett, KMBC Kansas City
John Surrick, WFIL Philadelphia
One "expert" to be announced
3:15—Open Discussion

MR. HARRIES

Retail Use of Radio Time Starts Flowing

Gains Registered This Year Disclose Pronounced Upward Trend

By LEWIS H. AVERY
NAB Director of Broadcast Advertising

ACCORDING to a survey, conducted by the Department of Broadcast Advertising and supervised and tabulated by the Research Department of the National Association of Broadcasters, 326 department stores are using 1,591 programs and 3,807 announcements per week over the 208 radio stations that responded to the questionnaire.

Designed to measure the short-term results of the Retail Promotion Plan, "Air Force and the Retailer," and the increased industry sales efforts on department stores, the survey revealed that the reporting stations carried 36.0% more department store business in the first two months of 1944 than in the same period of 1943. This compares with a total gain in local or retail advertising in 1943 over 1942 of 22.8%. Even that gain was greater percentage-wise than the gains registered in the total national, regional network or national spot fields.

Growing Interest

Clearly reflecting the increased interest of department store executives in the auditory medium, this steadily growing use of broadcast advertising is a factual tribute to the concerted and intelligent sales efforts of station managers, commercial managers and retail radio salesmen. If the present pace is continued, local or retail radio advertising may well exceed $100,000,000 in 1944, registering nearly a 60% gain over the total for 1942.

A preliminary study of the replies to the questionnaire immediately showed that department stores were frequently using more than one station in a community. To provide a basis of analysis, a department store that used two stations was considered as two accounts, but, of course, as only one store. To summarize the result of this analysis, 326 department stores represent 399 accounts on 208 radio stations.

Many department stores are using programs, some are using programs and announcements and a few announcements only. Here is a breakdown of the type of service being employed:

TYPE OF SERVICE

		Per Cent Using
Total No. Accounts	399	
No. Program Types	352	88.2%
No. Announcement Types	227	56.9%

The following table shows the distribution and number of program types:

	No. Program Types	*% of Total Program Types*	*No. Programs Per Week*
Newscasts and Commentators	118	33.5%	613
Women's Programs	82	23.3%	402
Music (various types)	51	14.5%	202
Musical Clocks	23	6.5%	131
Children's Programs	17	4.8%	48
Serial Dramas	11	3.1%	53
Dramatic Programs	10	2.9%	15
Quiz Shows	7	2.0%	23
Sports Programs	3	.9%	12
Talks (Information, language lessons, etc.)	11	3.1%	29
Unspecified Types	19	5.4%	63
TOTALS	352	100.0%	1591

This breakdown provides an interesting comparison with the figures developed in the summer of 1943 from a combined study of the replies to a questionnaire sent out by the National Retail Dry Goods Assn. and letters written to the Retail Promotion Committee by radio stations. The following summary of program types is taken from the booklet entitled "The Elements of a Successful Radio Program":

Program Types	*No.*	*%*
Newscasts and Commentators	77	35.5%
Music (of various types)	40	18.4%
Women's Programs	35	16.1%
Announcements only	23	10.6%
Sports Programs	9	4.2%
Children's Programs	8	3.7%
Participating Programs (usually music and news)	6	2.8%
Dramatic Programs	3	1.3%
Other types	16	7.4%
TOTALS	217	100.0%

The type of announcements used by the 326 department stores covers the whole range of such service:

ANNOUNCEMENTS

	No. Announcement Types	*% of Total Announcement Types*	*No. Announcements Per Week*
Chain Breaks	102	44.9%	1,440
Chain Breaks and 100 Words	14	6.2%	230
Chain Breaks and One Minutes	2	.9%	23
100 Words	41	18.1%	769
One Minutes	28	12.3%	484
Time and/or Weather	6	2.6%	232
Participating	5	2.2%	22
Package	1	.4%	28
Miscellaneous	28	12.4%	579
TOTALS	227	100.0%	3,807

The answers to the question, "How long has the store been on the air?" disclosed that the weighted average of department stores' use of broadcast advertising is three years, 7½ months. The 379 department store accounts for which this information was furnished had been on the air a total of 1371 years.

Interestingly, 38 of the 317 department store accounts in cities where "Air Force and the Retailer" was shown last fall had just started or had been on the air less than six months. Thus, 11.4% of the accounts in those cities were new to radio. On the other hand, only four of the 62 department store accounts in cities where the Retail Promotion Plan was not shown—or 6.5%—were new to the medium.

The purpose and use of broadcast advertising by department stores provides even greater proof of the increased acceptance of the medium for direct merchandising as opposed to the institutional use which had long been promoted by radio stations. Here is a breakdown of the answers to the question, "Why is the store using radio?—Direct Merchandising? Store-wide Promotions? Institutional? Other?"

PURPOSE OF RADIO ADVERTISING

	Total Mentions	*% of Mentions*
Direct Merchandising	291	43.1%
Institutional	184	27.3%
Store-wide Promotions	165	24.5%
Personnel Problems	3	.4%
No Answer	32	4.7%
TOTAL	675	100.0%

Because of the widespread discussions that have taken place in the industry regarding daytime programs (which constitute the bulk of department store advertising), a question concerning the attitude of the station management toward the department stores' programs was included. The question was phrased: "Do you regard the store program as excellent? good? fair?" Here is a summary of the answers:

EVALUATION OF STORE PROGRAM

	No. of Accounts	*% of Total*
Excellent	170	42.6%
Good	114	28.6%
Fair	31	7.8%
No Answer	84	21.0%
TOTALS	399	100.0%

The somewhat critical attitude toward department store programs, as expressed in the foregoing table, augurs well for the future of retail radio programs. Obviously, a large number of station executives are less concerned with the fact that a department store is now using a program and more concerned with the fundamental necessity that the program and time must be right to do the job intended.

The answers to the question, "How does your department store business for the first two months of this year compare with the same two months last year?" provided some very interesting figures. While 32 stations failed to answer the question, three actually reported decreases ranging from 2% to 30%. A total of 55 reported such business the same as last year, while another six stated merely that it was up.

Among the 55 station executives who reported department store business the same as last year were several who commented along the following lines:

> Time limitations at present handicap us more than any other factor in selling department stores—no quarter or half-hour strips available at present.

Of the 208 stations that answered the questionnaire, 145 reported increases ranging from 2% to 400%. Some of the significant increases were: five reported 40%; seven reported 50%; three reported 75%; 12 reported 100% and two reported 200%. Calculated as a weighted average, and omitting only the 32 who failed to answer the question and the six who reported business was up, department store business is up 36% in the first two months of 1944 over the like period of 1943.

NRDGA RADIO PANEL

Retailers to Discuss Use Of Air Medium

UNUSUAL interest in both the retail field and radio profession has been evinced by the National Retail Dry Goods Assn. three-day Sales Promotion Clinic in Cincinnati, April 4-6 [BROADCASTING, March 27].

The Sales Managers Executive Committee of the NAB will meet jointly Tuesday with the NAB Research Committee. The sales managers group will hold a separate meeting Wednesday and participate in the Thursday panel.

Lewis H. Avery, NAB Director of Broadcast Advertising, reported scores of inquiries from broadcasters and agencies regarding the full-day session which the NRDGA will devote to broadcast advertising Thursday. Retailers have displayed more than a passing interest in radio as an advertising medium, it has been indicated.

Other articles on the Sales Promotion Clinic and radio's relations to the retail field on pages 8 and 20.

Thomas F. Joyce, manager of the radio, phonograph and television department of RCA Victory Division, Radio Corp. of America, will discuss the place of television in the future at the Thursday lunch.

Wildroot Plans

WILDROOT Co., Buffalo, maker of toilet preparations and hair tonics, in March increased its spot schedule for Creme Oil Formula to a total of 91 stations, using transcribed and live announcements, and a wide variety of programs including news, music, and drama, at varying frequencies. Also included is the twice-weekly quarter-hour news program on 33 Don Lee Network stations, initiated last fall when the campaign first got under way [BROADCASTING, Aug. 9, 1943]. At the conclusion of the spot drive for Creme Oil, Wildroot will reduce its schedule and concentrate on promotion of all its products in selected markets. The account is handled by BBDO, Buffalo.

Score of Affiliates Get CBS Rebates

Stabilized Payment Plan of Network Is Discontinued

MORE than a score of CBS stations last week received substantial checks from CBS together with letters informing them that the network was discontinuing its "stabilized payment plan" whereby those affiliates who benefited most in extra billings from the CBS full network discount plan would share with the network the costs of these extra discounts, currently running at the rate of about $3,000,000 a year.

Letter, signed by Herbert V. Akerberg, CBS vice-president in charge of station relations, points out that when the plan was advanced just a year ago [BROADCASTING, March 29, 1943] to 45 CBS affiliates, the network agreed that it would be unfair to the stations that did accept if a substantial part of the group did not. Since nearly half of the 45 did not accept the deal, which called for a graduated scale of rebates by stations to CBS on business resulting from the full network plan, it has been called off. Stations who accepted have had their original rates of payment restored and have also been reimbursed retroactively for all contributions they have made under the stabilized rates.

Pointing out that the problem remains, CBS states that in attempting to find another solution, "we hope to find a balance between the interests of our stations and the interests of our advertisers which will not put too prohibitive a cost upon the network." Letter also says that the full network plan has tended to create congestion for some smaller stations accustomed to heavy schedules of local programs and that full network business has tended to conflict with long standing local commitments. CBS express hope, "to give some flexibility in this respect, perhaps providing an optimum rather than a maximum of full network business for the smaller stations."

TIME CAPSULE containing numerous items from staff members and an income tax statement appropriately labeled "Oh, Hell" is placed by Wendell B. Campbell (r), assistant manager of KMOX St. Louis, in the walls of the newly remodeled KMOX newsroom. "With plaster in hand", announcer Charles Barrington waits to finish the job of sealing the archives.

WLB Grants AFM Request, Orders Disc Hearing April 7

Board Will Review Report of Tripartite Panel; Four-Employer Question Will Be Argued

THE WAR LABOR BOARD announced last week that it has granted the request of the American Federation of Musicians for oral argument before the full Board on the tripartite panel report on the transcription dispute and will hold a public hearing April 7 at 10:30 a.m. in the Dept. of Labor auditorium, Washington, D. C.

Reviews Comments

The Board's decision to call a hearing was made after reviewing comments filed by both sides in the case following the recommendation of the panel that the 20-month strike against the recording and transcription companies be terminated and that conditions prevailing on July 31, 1942 be restored [BROADCASTING, March 27].

The Board will also hear arguments on the question of whether the so-called "four-employer" agreement made with the AFM involves a wage or salary increase and, if so, whether or not such increase is consistent with the national wage stabilization policy. Parties to this agreement were invited to the hearing as well as the network recording subsidiaries involved in the dispute.

Notification of the hearing was sent to Joseph A. Padway, AFM counsel; Ralph F. Colin, attorney for Columbia Recording Co.; Robert P. Myers, counsel for RCA Victor Division of RCA; Standard Radio; Empire Broadcasting Corp.; Lang-Worth Feature Programs Inc.; Milton Diamond, attorney for Decca; and C. P. MacGregor.

Efforts will be made to hear all parties in one day but there were indications that the hearings may be carried over for a second day. It is expected that the provision in the four-company agreement calling for payments by the employers to the union for the benefit of its unemployed, which both RCA and CRC took exception to in their comments on the panel report, will be given considerable attention by the Board.

'Duopoly' Delay Action Seen As Two More Seek Relief

WITH ACTION to reconsider the effective date of the FCC "duopoly" order (84-A), now set for May 31, expected momentarily, two more petitions seeking relief from the rule have been filed with the Commission, bringing the total petitions protesting the May 31 deadline to four.

The Oregonian Publishing Co., licensee of KGW and KEX Portland, and Louis Wasmer Inc., and Maj. Louis Wasmer, an individual, licensees of KHQ and KGA Spokane, through Fisher & Wayland filed petitions seeking to have the effective date postponed indefinitely, contending that in view of the "freeze" order on equipment, to sell either of their stations now would cause undue hardship.

Materials Problem

Commissioners T. A. M. Craven, Norman S. Case and Ray C. Wakefield have favored postponement of the effective date in view of restrictions on building materials and broadcasting equipment. Chairman James Lawrence Fly and Commissioners Clifford J. Durr and Paul A. Walker have favored clamping down on multiple-ownership on May 31, regardless of the circumstances. To that end several stations whose license have expired, have been put on temporary license until May 31.

By a 3-3 tie vote Commissioner Craven's motion to postpone the effective date of 84-A was killed Jan. 28 [BROADCASTING, Feb. 7]. Commissioner E. K. Jett has taken oath of office since that time, however, and the motion never has been considered by a full seven-man Commission. Because of the petitions urging delay in the "duopoly" order, coupled with informal requests for more time to dispose of holdings, the multiple-ownership ban rule has been discussed informally at the Commission in recent weeks, it was learned.

It appeared imminent that Commissioner Craven once more would attempt to forestall the order, in view of the "freeze" order and since many of the stations affected are operated from the same general quarters and with the same equipment. His original motion was to postpone the effective date to Jan. 1, 1945, but Commissioner Case offered an amendment to make the date Nov. 23, 1944, one year after the order was adopted.

Should the Commission act favorably on postponement, one of three courses appeared likely. Postponement until Jan. 1, 1945, as originally proposed by Commissioner Craven; delay until Nov. 23, this year, as recommended by Commissioner Case; indefinite postponement until the "freeze" order is lifted and equipment once more becomes available. Should the last-named course be adopted, the ban on multiple ownership probably would be suspended for the duration, it was reported.

The Oregonian Publishing Co. requested: (1) Suspension of the effective date of rule 3.35 (Order 84-A) indefinitely; (2) in event the rule stands the Commission find that the regulation is "inapplicable to licensee"; (3) failing in either the Commission grant license renewals " in order to permit the orderly disposition of properties", or (4) should the FCC fail to grant relief, the petition for delay be set for hearing to permit licensee to present evidence and arguments in support of its contention.

Louis Wasmer Inc. and Maj. Wasmer, now on active duty with the Army Air Forces, petitioned the Commission to: (1) postpone the effective date indefinitely or until Maj. Wasmer has returned to civilian life and can dispose of his property in an orderly manner; (2) if indefinite postponement isn't granted, the petitioners be granted a hearing; (3) that licenses be regularly continued and (4) petitioners be accorded "such relief in the premises as to their individual operation" of KHQ and KGA "shall be just and equitable".

B&W Renewals

BROWN & WILLIAMSON Tobacco Corp., Louisville, will renew sponsorship of its two programs, *Red Skelton* and *People Are Funny*, originating out of Hollywood on the full NBC Network. *Red Skelton* renewal is effective April 26; *People Are Funny*, Fridays, effective April 28. Negotiations were handled by E. C. Hoge, NBC account executive. Contract is for 52 weeks. Agency is Russel M. Seeds Co., Chicago.

Corinthia Expands

CORINTHIA, INC., New York, has expanded its spot radio campaign for Corinthia Lipstick to 12 markets in the general eastern area, and plans to continue to increase its station schedule. Drive started in January, using spot announcements and quarter-hour shows, principally recorded music programs. Agency is Arthur Rosenberg Co., New York.

ANPA FM Session

INDICATING the interest of newspaper publishers in development of FM, an entire session April 27 of the annual meeting of the American Newspaper Publishers Assn. in New York will be devoted to the new broadcasting art. Walter J. Damm, Milwaukee broadcasting executive, and president of FM Broadcasters Inc., and Dr. W. R. G. Baker, vice-president of General Electric Co. and chairman of the Radio Technical Planning Board, are scheduled to address the sessions. There will also be displayed the GE film on FM, which has been shown throughout the U. S.

When Payrolls Shrink in '44

There's bound to be some tapering off in the need for certain war materials. But Baltimore is sitting pretty. 2/3 of the war workers are now employed in work needed all-out in 1944. They'll have wants and needs. Reach them through the sales-producing, low-cost station W-I-T-H. If there's time available . . . grab it!

ON THE AIR 24 HOURS
A DAY—7 DAYS A WEEK

W-I-T-H

THE PEOPLE'S VOICE IN BALTIMORE
Tom Tinsley, *President*
Represented Nationally by Headley-Reed

Dies Warns Blue to Restrict 'Unjust' Attacks by Winchell

Claims 'Wave of Public Indignation' as Mail Comes in Following Sunday Night Debate

REP. MARTIN DIES (D-Tex.), chairman of the House Special Committee on Un-American Activities, last week wired Mark Woods, president of the Blue Network Co., that mail following the Walter Winchell-Dies broadcasts March 26 disclosed a wave of public indignation and that unless the Blue takes steps to assure equal time to persons "unjustly attacked" or to curb the commentator, immediate "equal rights" legislation will be enacted by Congress.

Mr. Woods declined comment other than to say that the Blue Network still is giving the matter consideration. In the meantime four Congressmen pleaded with their colleagues last week to "forget" the Winchell-Dies incident, while Rep. Hoffman (R-Mich.) continued his tirade against the commentator.

Swarm of Letters

As BROADCASTING went to press Rep. Dies had received some 10,000 letters and telegrams, about 95% of which were in support of his radio address immediately following Mr. Winchell's broadcast and each mail was bringing about 500 additional letters, according to Robert E. Stripling, chief investigator of the Committee. Rep. Dies left after his Sunday night broadcast for his home in Orange, Tex., to be with his son who is home on furlough from the Navy.

Mr. Stripling said investigators and analysts are reading Mr. Winchell's scripts and newspaper columns for the last two years (subpenaed by the Committee) to ascertain whether there is a basis for further investigation.

Last Wednesday Rep. Hoffman told the House that FBI Chief J. Edgar Hoover had eaten with Mr. Winchell in a Washington restaurant and hinted that the Appropriations Committee should inquire whether alleged charges of Mr. Winchell that there were "saboteurs in Congress" had been investigated by the FBI. Rep. Dickstein (D-N.Y.) called upon the House to "stop wasting our time and energy on such idotic things and get back to the serious problems confronting our nation at present". Rep. Ramey (R-Ohio) echoed Rep. Dickstein's sentiments, saying that so far as Mr. Winchell is concerned "let's quit abusing him and get down to business". "If we simply ignore untrue statements made by Mr. Winchell, or anybody else, they would fall of their own weight," said Rep. Ramey. "If they were true they would speak for themselves."

Questioning the authority of the Dies Committee to subpena Mr. Winchell's scripts, Rep. Dickstein said: "Newspapermen and radio commentators are not exempt from the law of slander or libel, and it would seem to me that they do not have to account to Congress or any other Government agency for their opinions. To hold otherwise would be to make a mockery of freedom of speech and the press."

Limited Authority

Telling his colleagues that he was co-author of the original resolution setting up a committee to investigate un-American activities in 1934, Rep. Dickstein continued: 'The language of our resolution was identical with the resolution setting up the Dies Committee and there are certain things that just cannot be done under this resolution and one of them is to subpena the scripts and records of a newspaperman or commentator who is a loyal American citizen, just because he attacks the way the Committee investigation is being carried on."

Rep. Dickstein also declared that "Congress now has practically become a co-sponsor of Jergen's lotions. All the free publicity we have been giving this product must have boosted its sale quite a bit."

Rep. Magnuson (D-Wash.), member of the House Naval Affairs Committee, on Thursday defended Mr. Winchell's Naval record and gave his history as first a seaman and later a lieutenant commander in the Naval Reserve. He, too, pleaded with the House to drop the Winchell matter, asserting: "We have a war to fight. Let us quit fighting one another. We are all patriotic. We take some of these preposterous statements, take these little mole hills and make mountains of them until the soldier boys are wondering what the devil they are fighting for, if we cannot behave and act intelligently at home, and in particular in this body. I think if we get down to business and forget about radio commentators and other things we will be well advised. Truth always stands on its own pedestal."

Rep. Sabath (D-Ill.), Rules Committee chairman, declared that in his 38 years in Congress no session had taken so much time to discuss any one individual as the present Congress has consumed in talking about Mr. Winchell. "It behooves me that it would not only be in the interest of the Congress but in the interest of the members whom Mr. Winchell has answered that both sides would cease this diatribe," he said.

Rep. Hoffman introduced a bill last Monday (HR-4490) to amend the U. S. Code relating to the Navy to make it an offense for a Naval officer to criticize public officials. The bill was referred to the Naval Affairs Committee.

Asks Name of Official

In his broadcast March 26 Rep. Dies called upon Mr. Winchell to disclose the name of the high Government official who told him, as Mr. Winchell had reported on the air previously, that he could better serve on the air than in the Navy. Last week the New York newspaper *PM* quoted Mr. Winchell as saying Adm. Hepburn was the man who suggested he remain on the air after he had asked for active duty.

MASCULINE CULINARY SKILL was exhibited when this agency-sponsor-station-talent quartet whipped up a batch of biscuits using sponsor's product following recent broadcast of the five-weekly Blue program, *Radio Parade*. Fisher Flouring Mills Co., Seattle (Biskit-Mix) is sponsor. Radio gossip commentary started on Blue Pacific stations on March 13. Biscuit-bakers are (l to r): Trevor Evans, radio director of Pacific National Adv., agency servicing account; Bob Nichols, commentator; Kenneth Fisher, advertising manager of Fisher Flouring Mills Co.; Bud Stuht, commercial manager of KJR Seattle, originating point.

500 for Ford

CLIFF RIAN, promotion director of WCTN Minneapolis, who broadcasts a 7:45 morning newscast as "John Ford," on March 28 completed his 500th consecutive broadcast. Mr. "Ford" arises at 4 a.m., gets to the station by 5, works frantically for 2½ hours, then goes on the air at 7:45. He has never missed a broadcast.

WHEELER, GURNEY ON TOWN MEETING

SENATOR BURTON K. WHEELER, co-author of the Wheeler-White Bill and chairman of the Interstate Commerce Committee, will take part in a forum on "Freedom of Speech on the Air", on *America's Town Meeting of the Air* on the Blue network April 6 with Senator Chan Gurney, also a member of the Committee; Gilbert Seldes, CBS director of television, and H. V. Kaltenborn, NBC commentator. Program will originate from WSAI Cincinnati, first stop in the Town Meeting's spring tour. Broadcast is prompted by the Winchell-Dies controversy. Both Mr. Winchell and Mr. Dies have been invited by George V. Denny, Town Hall moderator, to air their views on Town Meeting, but have asked for a postponement until a mutually convenient time can be found.

Winchell 24.6, Dies 22.8 Hooper Survey Reveals

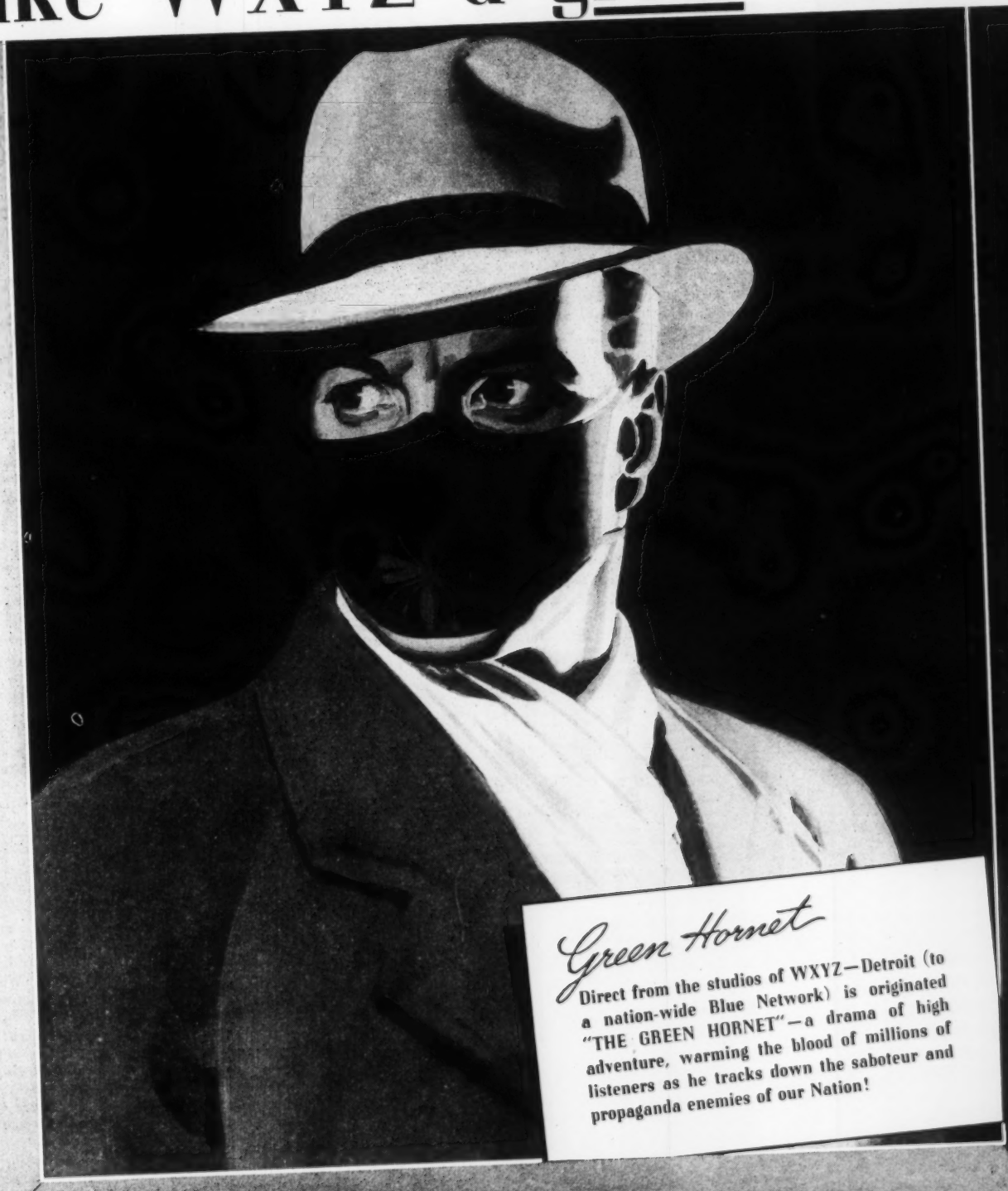
SPECIAL SURVEY of the audience to Walter Winchell and Rep. Martin Dies on March 26, made by C. E. Hooper Inc., for the Blue network, gave the Winchell quarter-hour a rating of 24.6 and the Dies period 22.8. Winchell rating is about the same as usual, comparing with 24.5 for March 5 and 27.1 for March 19, when the regular Hooper surveys for the month were made. Winchell's share of the total listening audience also remained at about its average March level.

Mr. Dies' rating, however, while slightly below that of Winchell, was well above the 8.0 rating for the March 5, or 9.1 for the March 19 broadcasts of *Chamber Music Society of Lower Basin Street*. Rep. Dies broadcast in the first 15 minutes of the regular Basin Street period, was made available for him by Andrew Jergens Co., sponsor of both programs, to allow him to answer Winchell to the Winchell audience. Results indicate that most of Winchell's regular audience remained tuned in to hear Rep. Dies, but that few additional listeners were attracted to hear either of the speakers.

Plan GOP Coverage

ANN GILLIS, of the NBC eastern division news and special events department, and George McElrath, NBC operating engineer, have joined central division officials in conferences at Chicago, to discuss coverage of the Republican national convention in Chicago, beginning June 26.

national network originations make WXYZ a great station!



Green Hornet

Direct from the studios of WXYZ—Detroit (to a nation-wide Blue Network) is originated "THE GREEN HORNET"—a drama of high adventure, warming the blood of millions of listeners as he tracks down the saboteur and propaganda enemies of our Nation!

Sirica New House Probe Counsel

Fly Tells Lea Committee He's Against Radio Legislation

APPOINTMENT of John J. Sirica, Washington attorney, as general counsel succeeding Eugene L. Garey, who resigned in February; opposition to any new radio legislation expressed by FCC Chairman James Lawrence Fly and threats of contempt action against Charles R. Denny Jr., Commission general counsel, featured hearings last week of the House Select Committee to Investigate the FCC.

Chairman Lea (D-Cal.), following an executive session Friday afternoon, announced the appointment of Mr. Sirica, former assistant U. S. Attorney for the District of Columbia. The vote was understood to have been 3-2 with Reps. Hart (D-N.J.) and Magnuson (D-Wash.) voting with the chairman and Reps. Miller (R-Mo.) and Wigglesworth (R-Mass.) opposing the Washingtonian. Both minority members are understood to have felt that Harry S. Barger, chief investigator who had been acting general counsel, should have been given the appointment.

Wide Experience

Mr. Sirica, a native of Waterbury, Conn., was born March 19, 1904, educated at Columbia Prep. School and Emerson Institute, Washington, and was graduated from Georgetown U. Law School with a LLB degree in 1926. He was in general practice until August 1, 1930, when he was named assistant U. S. Attorney. On Jan. 15, 1934, he returned to private practice, specializing in trial work. Of him Chairman Lea said:

"Mr. Sirica has had wide experience as an attorney. His ability and integrity are well attested by the bench and bar of Washington. Two of the most essential qualities for this investigation, his fairness and ability, are recognized by all who know him. He has no alliances that should embarrass him from conducting a thorough and fair investigation."

Following his appointment the new general counsel said: "My only interest is in getting the facts before the American people. I shall depend heavily on Mr. Barger, whom I have known for many years. I sincerely hope he'll see this through with me." Mr. Sirica was attorney for Joseph V. Moreschi, president, and Achilles Persion, secretary-treasurer, of the International Hod Carriers, Building & Common Laborers' Union, under indictment in Washington on charges of misusing union funds.

Returning to the witness stand last Tuesday Mr. Fly urged Congress not to pass new radio legislation and he particularly opposed the White-Wheeler Bill (S-814) because it would, he said, "kill the network regulations and restore the big networks to monopolistic practices." Again he referred to his "dead mackerel" description of the NAB, uttered following the hectic 1941 NAB convention, and asserted: "It stank then and it still stinks."

When Mr. Denny declined to answer direct questions Wednesday as to whether Stefano Luotto, Italian-speaking announcer and formerly of WGES Chicago and WHOM Jersey City, should be off the air, Rep. Miller (R-Mo.) moved that the FCC counsel be given "24 hours to think it over and come in here and answer the questions or be cited." Mr. Denny answered the questions Thursday and in so doing gave Mr. Luotto a clean bill of health so far as the Commission is concerned, although he said that when Mr. Luotto was taken off the air in May, 1943, there was "justification" because the announcer was not a citizen then and the country was at war with Fascist Italy.

As Tuesday's hearing opened Mr. Fly submitted a breakdown of frequencies assigned to Government agencies and departments (see page 24), in connection with functions of the Interdepartment Radio Advisory Committee.

Chairman Lea asked the procedure of Government agencies applying for frequencies. Mr. Fly said he "would imagine" representatives appear before IRAC meetings and make the requests. Commissioner Jett interposed that applications are made in writing and that each member of IRAC is given a copy before meetings.

Referring to his prepared statement Mr. Fly cited several Supreme Court decisions in which "public interest" had been interpreted and said that "the purpose of Congress in setting up those standards (for public interest) is simply because they enter into such a flux of factual conditions in the technical fields that require continuing study".

"The need for flexibility is nowhere clearer than in the radio field," he asserted. He reviewed the history of radio legislation. He told the Committee that the Commission was faced with a "great many problems of avoiding interference". He touched on the economic stability of a licensee, his ability to carry out technically and added: "The old Radio Commission and my predecessors in the FCC have given some substantial attention to the problem of program quality, engineering standards, the field of monopoly."

Urges Local Ownership

He dwelt on "monopoly" and told the Committee the FCC has made exhaustive studies in that field to bring about "diversity of control" and how the Commission had been interested in having radio present both sides of controversial issues.

"For some time," he asserted, "the Commission has considered having local citizens operate local stations." He said that in many cases "outside interests" with no appreciation of local problems had established stations in various communities and the "local atmosphere" had been lost. He branched into the common carrier field and told the Committee the problem of rates was an issue, that the Commission was interested in the welfare of employes and adequate wages. He outlined various other "considerations" which he said the Commission must give in granting licenses, then said:

"If Congress attempts to spell all these out, you'll have something comparable to the Napoleonic code."

Mr. Fly returned to his prepared statement to defend the FCC Network Regulations. His testimony was substantially the same as given before the Senate Interstate Commerce Committee last November and December during hearings on the White-Wheeler Bill (S-814). Quoting from the *Congressional Record* of 1938, Mr. Fly said Rep. Wigglesworth and Rep. E. E. Cox (D-Ga.), former Select Committee chairman, were among the proponents of an investigation into "monopolies". When he commented that Rep. Cox had changed his views, Rep. Wigglesworth said: "My views have changed since 1938 in many ways."

Mr. Fly presented each Committee member with a copy of the eight regulations, urging them to "read them carefully". Again he accused the "two big networks" and the NAB of attempting to discredit the regulations to "restore monopolistic practices". He used the same statement he gave the Senate Committee on "the composition of that traffic", charging

(*Continued on page 58*)

INEVITABLE MACKEREL
Fly Says His Crack About NAB Still Stands

FCC CHAIRMAN James Lawrence Fly still thinks the NAB is like a "dead mackerel in the moonlight; it both shines and stinks" but he disavowed credit for originating the statement, when he appeared last Tuesday before the House Select Committee to Investigate the Commission. Qustioned by Rep. Miller (R-Mo.) as to why he thought the NAB both "shines and stinks," as he charged in a press release following the NAB 1941 convention, Mr. Fly explained:

"The way they handled me at the time. In general the whole business of controlling the vast membership through two major networks. It stank at the time and it still stinks. I think it's still very apt, but I didn't write it. John Randolph wrote it. I just borrowed the phrase for the moment."

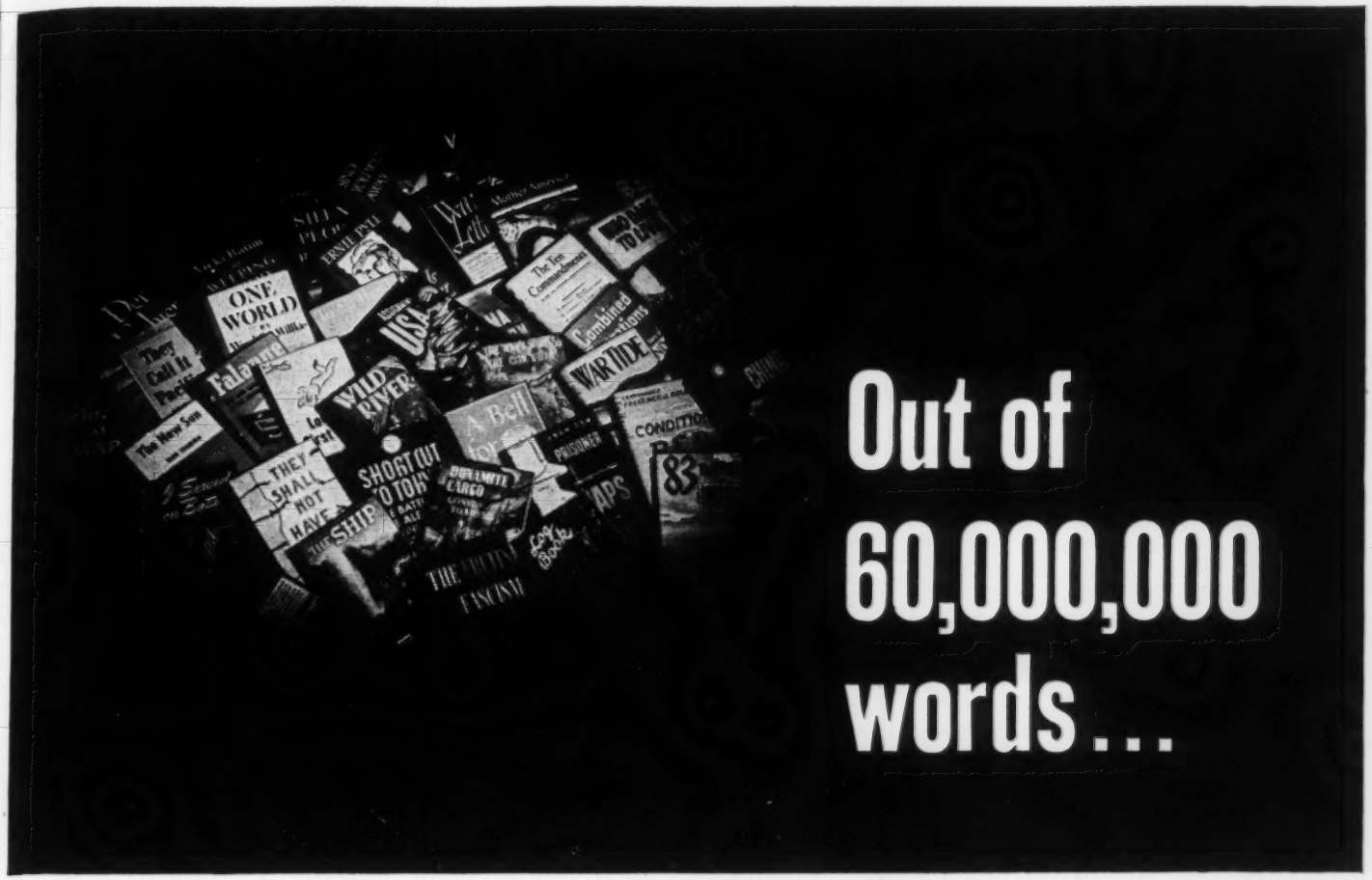
"Do you still feel the same way about the NAB?" queried Rep. Miller.

"I'm not looking for any new fight," replied Chairman Fly. "I think the broadcasters ought to have an association that is not dominated by the big networks. They have no way of expressing themselves. I think the broadcasters are entitled to a better organization than that."

Rep. Miller asked: "Didn't you, through Scoops Russell (NBC Washington vice-president) undertake to get a resolution through at a meeting in Roanoke to remove Neville Miller?" Mr. Fly's reply:

"If anyone depended on Scoops Russell, it's misplaced confidence, because when he got to the meeting he voted for Miller. I guess it was a change of policy."

CONTRACT CONFAB CREATES countenances creased with smiles as the Worcester Baking Co, which has advertised on WTAG uninterruptedly for the past 15 years, adds a new 15-minute program, *The Jeff Weathersby Show* thrice-weekly for 13 weeks. The happy people are (l to r): Herbert L. Krueger, WTAG commercial manager; Carl W. Swanson, Worcester Baking Co. general manager; Harry N. Brown (seated), advertising manager of the company; John Dowell, WTAG script writer of Jeff Weathersby; and Robert Brown, WTAG local sales supervisor.



Out of 60,000,000 words...

Books for this photograph supplied courtesy of Brentano's

800 books—60,000,000 words—20 books a week . . .

That is the reading and analyzing done by the Script Division of NBC's Program Department to select for dramatization on NBC's "Words at War" series the most vital and important books of the year.

Typical of the 40 books selected to date for "Words at War" dramatization was Selden Menefee's "Assignment: U. S. A."

Menefee covered America in a 15,000-mile trek. He put in his book what he saw and heard: racial prejudice, anti-Semitism, indifference.

NBC opened the book and gave dramatic life to cold type with a forceful, driving broadcast that blasted the nation with truth.*

The result: *Variety* said: . . ."*this was, and will remain, among the outstanding programs of '44.*" John K. Hutchens wrote in *The New York Times:* "*. . . the boldest, hardest hitting program of 1944 . . . there are things that need to be said and the National Broadcasting Company had the courage to allow them to be said.*"

"Words at War" is only one of the many NBC built-and-produced programs that go out over the nation throughout the day, early evening and late night.

★ ★ ★

It is the combined skill of the NBC writers, directors and producers—all experts in their craft—which has contributed in large measure to the truth that NBC is "*The Network Most People Listen to Most.*"

*"**WORDS AT WAR,"** broadcast in co-operation with the Council of Books in Wartime, is heard Tuesday nights at 11:30 p.m. (EWT). At the suggestion of the press who rated it so highly, and feel strongly that those who missed it should be given an opportunity to hear it, NBC will rebroadcast "Assignment: U.S.A." at 11:30 p.m., Tuesday, April 4.

They all tune to the

National Broadcasting Company

It's a National Habit

America's No. 1 Network

NBC

A Service of Radio Corporation of America

Nothing Can Escape the Wire Recorder

From Foxhole to Living Room, Sturdy Gadget Covers the Conflict

By MAJ. FRANK E. PELLEGRIN
Public Relations Officer, Allied Force Headquarters in Italy

THE MAGNETIC wire recorder has gone to war, but like a wise old hedge-artist it hasn't forgotten that some day it will return to peace. Therefore its most recent and by all odds least dangerous assignment — recording two musical numbers in a quiet apartment in a lovely Naples villa — was perhaps its most unusual.

Maj. Pellegrin

Up to last night the recorder had seen a good bit of war in this theater. It had been through air raids, strafing and bombing; it had been operated in tents, dugouts, foxholes, ruined buildings, artillery O.P's and warships. By jeep and by hand it had been hauled up the precipitous trails of these Italian mountains.

It was in a forward command post hacked out of rock during the shelling and bombing of Monte Troccio. It was present on the Anzio beachhead, lashed to the fire control bridge of a U. S. destroyer. It was on a Monte Gagliardo cliff looking directly up at Montecassino when the famous Abbey received its first bombing.

In Italian Action

It went through Sicily with John Hersey of *Time;* hit the Salerno beachhead with Don Hollenbeck of NBC; saw action in Italy with Farnsworth Fowle of CBS; climbed into an artillery O.P. atop a ruined farmhouse with George Hicks of Blue and the battalion commander to direct the shelling of Cassino. And it has been other places with other people.

It has been much more mobile of late, due to a combination of circumstances often found in a war zone where necessity is the mother of, etc., and where one's primal instinct makes one adept at playing The Old Army Game of finder's keepers. This new mobility came about as follows:

The recorder (Model 50) requires 60 cycle, 115-volt A.C. electric power. Commercial power in Italy varies with the community: in Naples it is 40 cycles, 150 volts; in Rome (we think) 48 cycles, and so forth. The best solution lies in U. S. Army Signal Corps generators—when one can be found. Up forward these are understandably few and far between; thus the recorder's mobility was reduced accordingly.

But your correspondent located a worn-out generator and managed to "borrow" it, the promise to return it being satisfactorily indefinite. Then he found a small trailer to hold the generator. Then appeared Major Luther J. Reid, former CBS publicity director, now in this theater on special assignment from Army Service Forces, War Dept., to report on ASF operations as he finds them.

And Then a Jeep

En route here from Africa he had also negotiated the "loan" of a jeep, which had been requisitioned along with many others by some unit here, on condition that after using it "briefly" he would consummate the delivery to the ultimate consignee—a very sensible arrangement as all will agree, especially your correspondent and Maj. Reid.

The trailer was hooked behind the jeep and hauled to an Ordnance Repair Depot, where the old generator was exchanged for a rebuilt job which functions often enough for our purposes. To this have now been added, by devious methods which need not be detailed at this point, several power leads now totaling a couple of hundred feet; a few necessary tools; two folding Army cots, and some miscellaneous field equipment.

Now, by the simple expedient of tossing in our bedrolls, we are a Mobile Unit. We take the wire recorder and its own power supply anywhere that a jeep can go (which is almost everywhere), and when that remarkable vehicle falters, there are always plenty of willing GI's to manhandle the generator over the final stretch of rocks or mud or hill.

Rare Opportunity

To compensate Major Reid for his very considerable contribution to this menage it is necessary to cover many ASF operations, but I hasten to add that this has been a distinct pleasure and often a rare opportunity.

It has enabled the machine for example to record the heartwarming story of the miraculous cures being effected by the use of penicillin on gas gangrene cases, in Army hospitals under shell fire; of blood transfusions given to their wounded buddies by frontline soldiers, who knock off 24 hours for the job and then go back to their foxholes; of the mobile QM bath units that enable the doughfoots to get their first hot shower in five or six months; of the unsung heroes of the mule pack train, who take over "at the end of the line" and lead their loaded animals up shell-torn mountain trails in the black of night, to supply at constant risk of their lives with food and water and ammunition the fighting men dug in on the mountain cliffs and crags; even of the "frontline M.P." whose job it is—believe it or not—to police the most advanced cross-road and keep people from straying accidentally into the German lines. These stories, and many others, have been made possible by the simple expedient of pooling our resources.

Shows the Strain

So, as we started out to say, the recorder has seen a bit of war. It shows the strain, and continues to function only by grace of the technical wizardy of Capt. Frederick O. Wickham, Signal Corps, former director of the police radio network in Missouri, and solicitous care also by Lt. Carl Zimmerman, former Milwaukee announcer.

But the payoff came last night.

For a week one of our guests has been Capt. K. C. Harvey of the British Army, former BBC announcer and London music critic, who had just finished two piano compositions. He was ordered to join his division at the front in three days. He was saying that he would have no opportunity to score the melodies once he joined his division, and that when he might finally find the time, perhaps not until after the war, it was entirely possible that parts of his compositions would be forgotten. So up spoke the resourceful Maj. Reid.

"Hey, Pellegrin, here's one for your wire recorder."

Recording Music

When the workings of the machine were explained to Capt. Harvey he was enthusiastic almost to the point of rapture. In almost no time the project was under way.

There is a piano in the apartment of Signor and Signore Gino Cacace, a manufacturer who lives one floor above us in the Villa Elena (named for his wife). They speak no English; we speak no Italian. But they sensed the situation because no one could have been more charming and cooperative.

The generator was hauled into the courtyard last evening; the power line was run up outside the building and into a Cacace window. The recorder, very cold, was warmed up by Signore Cacace's own electric heating pad, and her lovely furniture was all cluttered up with greasy, muddy equipment only two days back from the Cassino front.

When you cannot converse with a foreigner in his own tongue it helps somehow to talk a foreign language anyhow. He can't understand it but the psychological ef-

(*Continued on page 57*)

FRESH from recording the shelling of the Salerno beachhead, the bombing of Monte Troccio, the sounds of battle at the Anzio landings, where it was lashed to the bridge of a U. S. destroyer, the Army's wire recorder got an unusual assignment. One moonlight night by the Bay of Naples, it helped preserve two melodies composed by a British Army Captain before he left for the war front. Maj. Frank Pellegrin, brilliantly covering the Italian action with the advanced echelon, Public Relations staff, tells of the incident. Frank, you recall, was NAB Director of Broadcast Advertising before going into the armed forces.

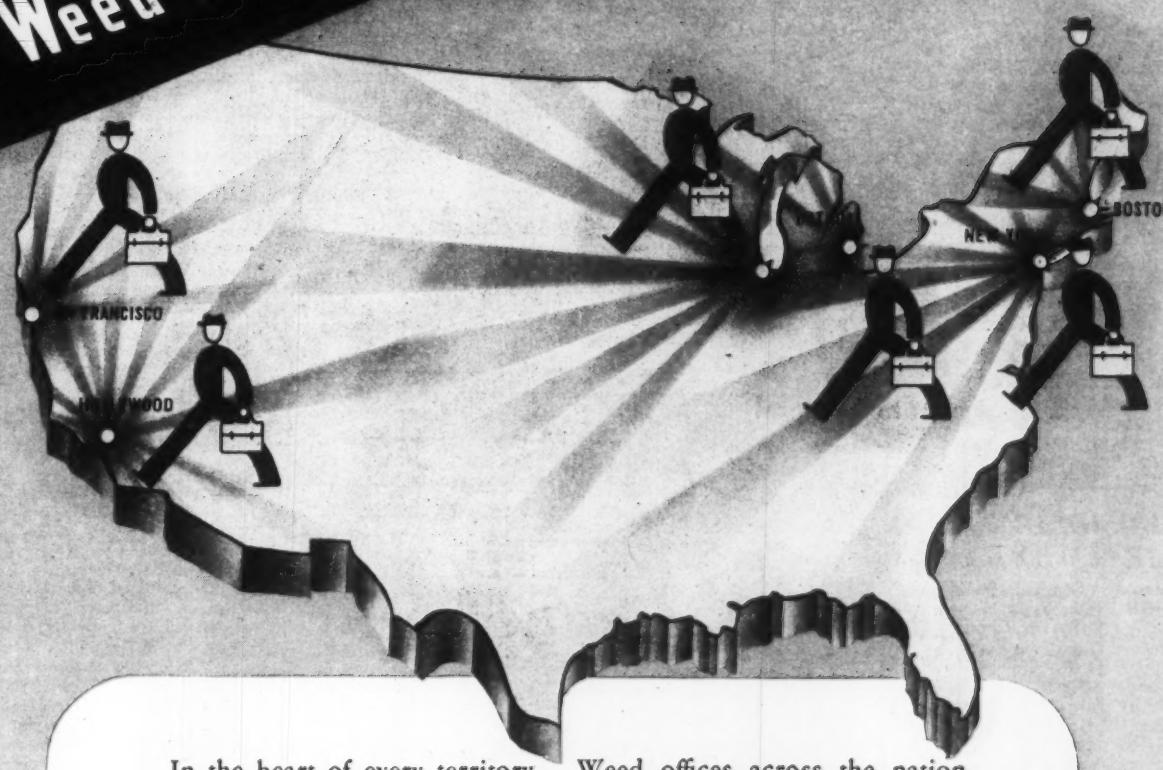
NAVY WAR FILMS BEING TELEVISED

NAVY FILMS may be televised within 36 hours after they arrive at the Navy Dept., according to the Navy Office of Public Relations. The service, available to all networks, has been in operation for over a year, and has been used several times by NBC.

Battle film, made either by the Navy or by newsreel war correspondents, is flown from the front to the Navy Dept. where it is processed, reviewed and cut for security reasons. It is then sent to the newsreel firm which, by a rotating arrangement, is next in line to receive it. Official Navy films are screened before representatives of networks, OWI, March of Time (movie), the Army Special Coverage Division, and newsreel company reviewers, to whom duplicate prints are made available for televising or screening.

NBC has requested several Navy films for televising within the last year, among them "Battle of Midway", "Navy and Its Planes", "Navy and Its Men", "Navy and Its Ships", "Navy Men and Medicine", "History of Naval Aviation". All of these were made for the Navy by the March of Time.

"NATIONALLY represented by Weed & Company"



In the heart of every territory that produces bulk billings for radio stations — there you will find a Weed office, with ear to the ground for new advertising developments.

On any given business day, Weed offices across the nation have men on the job for stations whose letterheads and advertisements say: "Nationally Represented by Weed and Company."

Weed offices are merely headquarters; Weed territory is the nation.

Slogan for stations: "Weed 'em and *reap!*"

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD

DETROIT PUBLIC LIBRARY

MOSKOVICS NAMED TO NEW YORK POST

GEORGE L. MOSKOVICS, sales manager of the Columbia Pacific network, on May 1 will move to the New York office of the Radio Sales Division of CBS, sales representative for the network's owned and operated stations, it was announced last week by Donald W. Thornburgh, CBS vice-president for the Pacific area. Charles E. Morin, who has been representing the Columbia Pacific network in New York, will assume Mr. Moskovic's post on the coast.

Mr. Moskovics, a member of the KNX Los Angeles sales staff when that station was acquired by CBS in September 1936, continued in the position until February 1939 when he was named West Coast sales promotion manager for CBS. In last fall's realignment of CBS sales personnel, he became sales manager of the CBS Pacific network, succeeding Arthur J. Kemp, who was appointed manager of the CBS office in Detroit.

Mr. Morin joined CBS in January 1937 as a salesman in San Francisco and in 1941 was put in charge of the San Francisco office. In September 1943 he was transferred to New York as eastern representative of the Pacific network.

DISC SUBSIDIARY IS STARTED BY WOR

WOR Recording Studios, subsidiary of WOR New York, is expanding its activities in the phonograph record field with a 50-cent disc under its own label "Feature Records." First releases—two records by Jan Garber's band—will be issued April 7. Platters will be independently processed and will be released at the rate of at least two a month for the present—about 25,000 processings per record, with the recording studio serving as its own distributor.

Release of phonograph records under its own label will not affect WOR Recording Studio's current transcription and recording activities. Studio now has some 12 or 15 independent record companies using its facilities, including Key Note, Sonora, Classic, Signature and a number of others. Feature records will come under the supervision of Thomas M. Kelleher, general manager of WOR Recording Studios.

Project fits in with the station's contacts with orchestras through its numerous remote dance band pick-ups, according to Theodore M. Streiber, WOR general manager, who added their talent will not be limited to these orchestras, however. Enterprise is expected to work two ways, feature records building up remote band pickups for WOR, and the records in turn deriving promotional advantages from the broadcasts.

Gospel Rally

GOSPEL TABERNACLE, New York, sponsor of *Word of Life Hour*, a half-hour Sunday show on WHN New York, used a full additional hour on the station April 1 to broadcast from its annual Madison Square Garden rally. Account placed direct.

Perfume Co. Expands

COUNTY PERFUMERY CO., Bloomfield, N. J., has been using spot radio in Minneapolis for Brylcreme, hair lotion for men, and is now entering the New York market the first part of the month with a 13-week series of one-minute electrical transcriptions on three stations with further expansion being considered. Spot announcements combining straight copy with a theme song will be heard from six to seven times weekly on WNEW, WOV, WEAF starting the first part of April. Agency is Atherton & Currier, New York.

Circus N. Y. Spots

RINGLING BROS., Barnum & Bailey Combined Shows Inc., Sarasota, Fla., on March 27 started a heavy spot schedule on 10 New York stations, to continue after the New York opening of the circus April 5. Spots are heard at varying frequencies on WABC WEAF WHN WINS WMCA WJZ WNEW WOR WOV WQXR. Agency is Caples Co., New York.

Four to the Bar

FATHER of the quadruplets born at Sloane Hospital for Women in New York last Wednesday, March 29, is Harry Zarief, assistant concert master of CBS' Columbia Symphony Orchestra.

Brooklyn Games

BROADCASTS of the pre-season games of the Brooklyn Dodgers got under way on WHN New York last Sunday, April 2, under sponsorship of P. Lorillard & Sons, New York, which has radio rights to all home and away games of the Club. With the exception of the Atlantic City games with the Yankees April 2 and 3, covered by Western Union wire reports, all events will be broadcast live. There are ten pre-season events in all, the series concluding April 16. Red Barber and Connie Desmond, who have been signed to handle games, have both been reclassified 1-A, but will continue broadcasting until they receive their induction orders.

AMONG THE MANY friendly between session get-together at the NBC War Clinic held at the Los Angeles Biltmore Hotel March 20 through 22 were these two executive groups. Top (l to r) are: Clarence L. Menser, NBC vice-president in charge of programs; John F. Royal, NBC vice-president in charge of international relations and new developments; Earle C. Anthony, owner of KFI-KECA, Los Angeles NBC and Blue network outlets respectively; Roy C. Witmer, NBC vice-president in charge of sales. Bottom are: S. S. Fox, owner-manager of KDYL Salt Lake City; Henry H. Fletcher, manager of KSEI Pocatello; Phillip I. Merryman, NBC research director; Harold Ritter, manager KYCA Prescott.

SPENCE REELECTED AT WASH. MEETING

ON MARCH 24-25 Oregon and Washington broadcasters held a series of meetings in Portland, Ore.

Mr. Spence

The morning of the 24th separate meetings of broadcasters from the two States were held. Washington broadcasters adopted new by-laws and elected the following officers: Harry R. Spence, KXRO Aberdeen, Wash., re-elected president; Loren B. Stone, KIRO Seattle, vice-president; Robert E. Priebe, KRSC Seattle, re-elected secretary-treasurer; R. G. McBroom, KFIO Spokane, and J. A. Murphy, KIT Yakima, trustees.

The outcome of the Oregon Broadcasters Assn. election has not been reported. On Saturday, March 25, a meeting of the sales managers of the 17th NAB district, which embraces Oregon and Washington, was held. Hal E. Short, of Short & Baum Advertising; Fred G. Goddard, KXRO, and Arthur House, a Portland advertising man, delivered talks. The meeting was presided over by Chet Wheeler, KAST Astoria.

TRANSFER GRANTED KBIZ, WDAK, WKBV

KBIZ Ottumwa, Ia. last week was granted consent by the FCC to the involuntary assignment of its license from J. D. Falvey, deceased, to KBIZ Inc., a new corporation, for the sum of $60,000. President and holder of 99% interest in KBIZ Inc. is James J. Conroy, who with his wife Victoria, have applied to the Commission for the relinquishment of their control in WDSM Superior, Wis. for $18,000. Mr. Falvey died Feb. 18 of heart disease [BROADCASTING, March 27].

The Commission at the same time granted voluntary assignment of the license and construction permit of WDAK Columbus, Ga. from L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, Effie H. Allen, and Aubrey Gay doing business as the Valley Broadcasting Co., a partnership, to the same partners of the company except Aubrey Gay, who sells his 5% interest for "$1 and other valuable consideration" to Leila A. Duncan.

WKBV Richmond, Ind. also was granted voluntary assignment of license from Knox Radio Corp. to Central Broadcasting Corp. No monetary consideration is involved. Since July 13, 1943, Central Broadcasting has controlled WKBV through its subsidiary, Knox Radio; the grant eliminates the intermediate corporation. Major interest (40%) in Central Broadcasting is held by its secretary-treasurer C. F. Albright, who is auditor for WIRE Indianapolis. [BROADCASTING, Feb. 21, 1944].

Award to Friedman

EXCEPTIONAL Civilian Service Award, highest War Dept. reward for meritorious civilian service, was given March 25 to William F. Friedman, director of Communications Research of the Army Communication Service. A.S.F.

" WE GROW 'EM ALL WOOL, A YARD WIDE,
and More of 'em than any other territory!"

When Nebraska's sheep harvest hits the market there's cash aplenty changing hands. For Nebraska has *more* sheep and lambs on feed than any other state. I heard that straight from the Nebraska College of Agriculture, broadcasting on KFAB.

Stock feeding, whether it's sheep, cattle or hogs, is mighty popular with all Nebraska farmers. Mighty profitable, too, for our farm income ranks right up with the highest.

That's because the KFAB area is a *diversified* farming section. A leader in *many* crops, and sure of high income. In good years, and bad, we've plenty of cash to spend for the things we need... naturally we turn to those products we've heard about through our friend and neighbor, KFAB.

"The **BIG** *Farmer of the Central States"*

KFAB

LINCOLN, OMAHA

780 KC - 10,000 WATTS BASIC COLUMBIA

Represented by EDWARD PETRY COMPANY

Rochester Store Is Sold on Radio

Children's Hour, News, Symphony Sponsored By McCurdy's

McCURDY's, Rochester department store, is a heavy radio user, and is heard on three Rochester stations with a wide variety of programs. Newscasts, symphonies, children's hours and feature broadcasts appeal to all classes of listeners, while the commercials educate the public as to the numerous services the store offers. The NAB film, *"Air Force and the Retailer"* was useful in helping Hutchins Adv. Agency convince McCurdy's of the benefits to be derived from a balanced campaign.

McCURDY's, Rochester's large, well-established and familiarly known department store, is undertaking a local radio series that may well cut a pattern for other retailers embarking on a "first" radio campaign.

Shortly after the Rochester showing of "Air Force and the Retailer," NAB retail promotion film, the Hutchins Adv. Agency of Rochester called in representatives of the three Rochester radio stations, WHAM, WHEC and WSAY, and asked for program recommendations. The campaign had a three-fold objective. Association of the name of McCurdy with civic and community projects of highest type; selling the radio audience on the various services and merchandise of this long established department store; establishing the use of radio as an integral part of the McCurdy advertising structure.

Popular Appeal

Consultations with the Hutchins agency showed that a substantial radio budget had been set up. After a discussion of the advertising objectives, and the radio campaign objectives, four programs were set up: (1) McCurdy's *Symphonic Hour*, broadcast one-half hour weekly on WHAM; (2) McCurdy's *Journal of the Air*, broadcast a quarter-hour Mondays through Fridays on WHEC; (3) McCurdy's *Children's Program*, broadcast a quarter-hour Tuesdays and Thursdays on WHEC; and (4) several spot announcements and chain break announcements every day on WSAY.

For a program with mass appeal the WHEC general manager, Gunnar O. Wiig and William J. Adams, program manager, after a long analysis of program types and with a local service angle in view, presented a news and feature presentation titled *McCurdy's Journal of the Air* . . . a radio newspaper whose columns combine news and features with a feminine appeal and a local interest story. Using an announcer and a dramatic-narrator, column 1 of the *Journal* is devoted to a dramatic story of one of *Freedom's Heroes*, a Press Association feature specially rewritten for the program. Column 2 is a direct selling commercial. Column 3, *Today's Rochesterian*, is the local feature of the program and it is this column that salutes an average individual who is doing an outstanding job either in public service or in one of the many Rochester war plants. Typical of this column are the stories of Evelyn Lanni, blind girl optical worker, who is working as an inspector at Bausch and Lomb Optical Company, and whose four brothers are in the armed services; of Bill Wheeler, 30 times a blood donor in the past nine years and a male volunteer nurse; of Pearl Dailey, who edits a semi-monthly news letter going to all Rochester Gas & Electric employees in the service. Despite the five-a-week necessity for the stories, the program producer is always seven to ten ahead—thanks to the cooperation of individuals and companies in supplying story material and phone tips.

Column 4 of McCurdy's *Journal of the Air* is a five minute summary of the latest world news, followed by a commercial. Then the feminine interest feature *Women in Today's World*, rounds out the presentation. This feature tells a personality story about the unusual activities of women in a world at war, their strange and odd jobs, their increased opportunities and their success stories. McCurdy's *Journal of the Air* is written and produced by William J. Adams, WHEC program manager and 1942 Peabody Award writer and producer of *The Home Front*.

For the children's program, on the recommendation of the WHEC program department, McCurdy's began the *Streamlined Fairy Tales* produced by the Koralites for the Harry S. Goodman Agency and presented by transcription.

WHEC's program promotion is continuous on both the *Journal* and *Children's Hour*, both via the spot announcement and radio highlight column carried in the two local newspapers.

On WHAM, Tuesday evenings from 7:30-8 p.m., under the direction of Charles Siverson, McCurdy's *Symphonic* Hour is heard. The little symphony type orchestra is composed of 30 leading Rochester musicians. On the initial program a check for a thousand dollars was presented on behalf of McCurdy & Co. to Dr. Howard Hanson, Director of the Eastman School of Music. The check was presented by Gilbert J. C. McCurdy, President of McCurdy & Co. for Eastman School scholarships.

In accepting the check, Dr. Hanson said, "I have two special and personal interests in these broadcasts. First, it seems to me indicative of the constantly increasing interest of the public in good music that McCurdy & Co. sponsors this series of broadcasts by a little symphony orchestra, composed of Rochester's outstanding instrumentalists and featuring distinguished soloists.

"It also indicates the vision of Gilbert J. C. McCurdy, president of the company, in the presentation to the Eastman School of Music of a number of scholarships to further the education of talented young musicians. Later, we hope to have one or two of the outstanding students appear in this series. Rochester is rapidly becoming known throughout the world as one of America's important musical centers, and it is most gratifying to me that a firm like McCurdy & Co. takes this active and important part as a public service to further that development."

Public Spirited Programs

Stated Mr. Milton J. Merz, advertising manager of McCurdy & Co., "Our new set-up provides for: (1) a program based on community service and cultural advancement and the association of the business organization with this high type feature; (2) a news and feature presentation, high in public service and with a tremendous mass appeal plus a direct selling approach; (3) entertainment for children to build sales for a large and growing young people's shop in the store; and (4) spot announcements and chain break announcements designed to acquaint women with merchandise as well as style trends. It is a well-rounded campaign which we think will pay off in results."

OVERSEEING OPERATIONS as Merritt R. Schoenfeld, assistant general manager of the Blue central division, carves a ham at the reception following the marriage of Mary Marjorie Snyder, daughter of Glenn F. L. Snyder, vice-president and general manager of WLS Chicago, to Pfc. Ned George Maxwell, on March 11, are kibitzers Chick Freeman (left), WLS sales manager; George Cook, WLS treasurer, and Harold Safford (right), WLS program director. Before her marriage, Mrs. Maxwell was secretary to M. S. Wetzel, Blue production executive.

MA PERKINS FIRST IN DAYTIME HOOPER

IN THE MARCH daytime Hooper ratings reports, *Ma Perkins* heads the list of "Top Ten" weekday programs, followed by *When a Girl Marries*. The broadcasts of *Breakfast at Sardi's*, 11:15 a.m. EWT and at 11 a.m. EWT hold third and fifth places respectively.

The Sardi program shows a steady gain in listening since October, with a half-point rise registered each month. *Kate Smith Speaks* holds fourth place. *Stella Dallas* ranks sixth followed by *Young Widder Brown*, *Big Sister*, *Our Gal Sunday*, and *Life Can Be Beautiful*. *Theatre of Today* rates first, and *Let's Pretend*, second, among the Saturday daytime shows.

Ma Perkins also has the highest sponsor identification index of those programs included in the list of subscribers to the C. E. Hooper, Inc. service. Subscriber program with the largest number of women listeners per set is *Lorenzo Jones*. *Baukhage Talking* has the largest number of men listeners per set, and *Jack Armstrong* the most child listeners.

Average daytime program rating is 4.9, down 0.4 from the last report, down 0.1 from a year ago. Average available audience is 71.6, down 1.6 from last report, down 1.8 from a year ago.

THIS IS BOB "UP-IN-THE-AIR" HOPE!

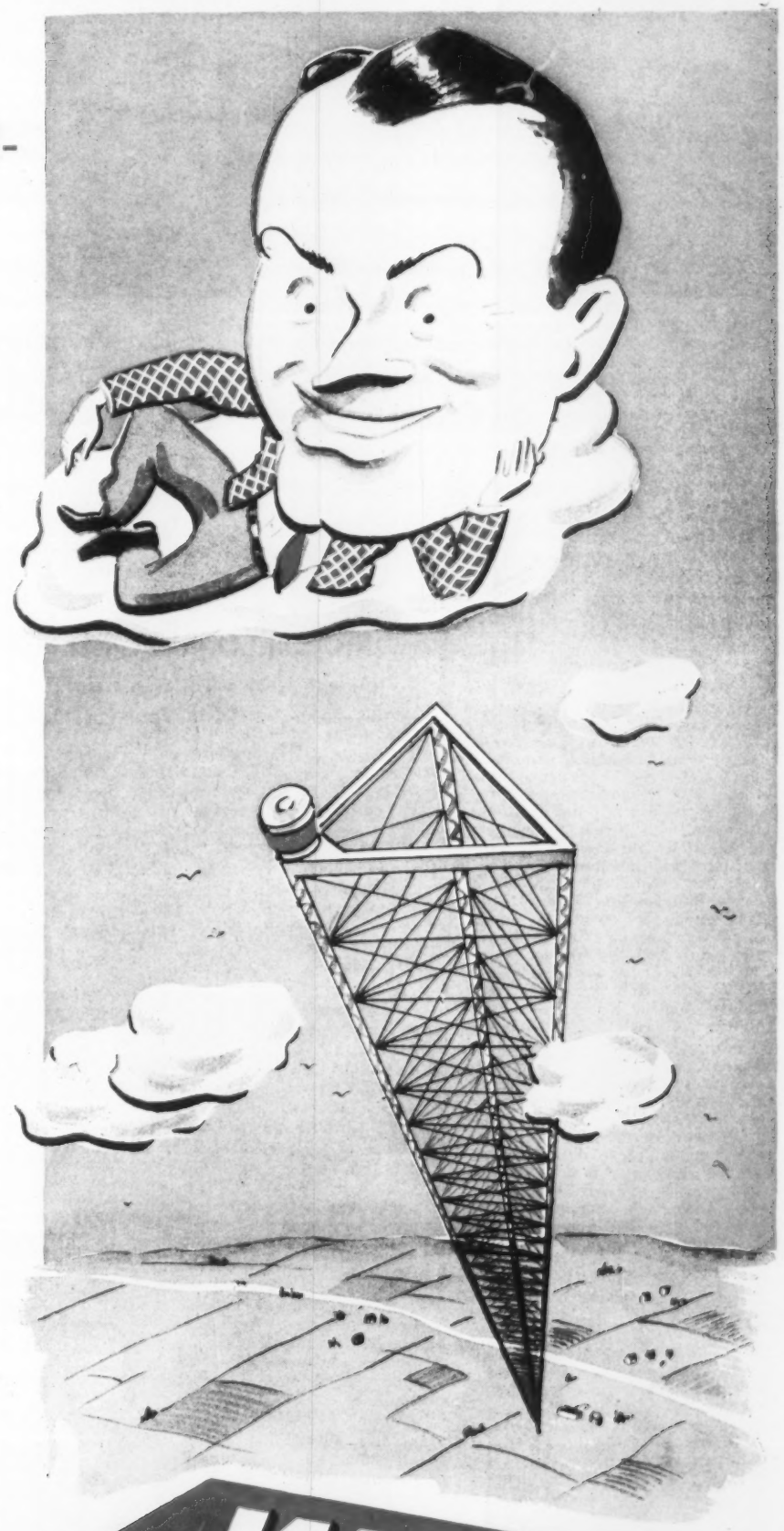
"THIS is Bob "Up-in-the-Air" Hope telling you that this new WKY tower is a cloud-scraping whopper, and that if you use Pepsodent, you'll have gleaming white choppers!"

This would be a typical Bob Hope impression of the new WKY transmission installation now nearing completion in Oklahoma City.

"This tower is so tall," Bob might continue, "that folks for a hundred miles around use it as a sun dial . . . practically solved the alarm clock shortage in Oklahoma. It's so tall, in fact, that all a program has to do is to fall off the top of it and the Oklahoma wind blows it farther than some stations can throw it."

As a matter of fact, WKY's new antenna will be 910 feet high and the second highest in this hemisphere. Already completed is WKY's elaborate and untramodern new transmitter building. When these new transmission facilities begin operation, WKY will step still farther out into Oklahoma, adding thousands of new listeners to its already superior coverage and giving better reception to all those in between.

Even now, WKY reaches more listeners morning, afternoon and night than any other Oklahoma City station.



OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times ★ The Farmer-Stockman
KVOR, Colorado Springs ★ KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

WKY
OKLAHOMA CITY

REPRESENTATIVES OF MUTUAL network affiliates met March 20-22 at New York's Waldorf-Astoria Hotel for a three-day session, covering programming, sales and merchandising, and station service [BROADCASTING, March 27]. Among those who attended the Program Committee meeting on Monday were (seated, l to r) C. L. Harris, WGRC Louisville; Allen de Castro, Mutual commercial program director; Miller McClintock, network president; Adolph Opfinger, Mutual program director and chairman of the meeting; James A. Davenport, WATL Atlanta; A. E. Leary, CKCL Toronto; James Gordon, WNOE New Orleans.

Standing: Ed Otis, Mutual eastern station relations manager; Pearson Ward, KTTS Springfield, Mo.; John Tinnea, KWK St. Louis; Ada Lusardi, Mutual program dept.; Lynn Meyers, KLO Ogden, Utah; Madeline Ensign, WOL Washington; Robert Convey, KWK St. Louis; O. J. Kelchner, WIBC Indianapolis; John Whitmore, Mutual news division manager; Robert Feagin, WPDQ Jacksonville, Fla.; L. D. Baggs; Don Clayton, North Central Broadcasting System; James Patt, WKRC Cincinnati; Felix Hinkle, WHBC Canton, O.; John Schilling, WHB Kansas City, Mo.; John Boler, North Central; Rex Howell, KFXJ Grand Junction, Colo.; Les Johnson, WHBF Rock Island, Ill.; James Mahoney, Mutual manager of western division station relations; Fred Fletcher, WRAL Raleigh, N. C.; Bob McRaney, WCBI Columbus, Miss.; Charles Godwin, assistant director of station relations for Mutual; Tom Slater, MBS special features director.

NBC Video Site Planned at Denver

Hedges Sees City as Key in Western Television Setup

DENVER will become talent center when NBC builds a quarter-million dollar television station in that city, William S. Hedges, NBC station's vice-president, said on an inspection trip. Transmitter may be built on some nearby mountain site, Mount Evans, Long's Peak, other peaks are possibilities, but some lower elevation may be used because mountains tend to cause television to fade. Availability of electric power and roads to peaks are factors which will play an important part in deciding site.

Engineers are now being assigned to study the problem. "Site to be selected must be at high elevation so we can get wide coverage in line of sight, if power is available," Mr. Hedges said, "or we might develop a small hydro-electric power source in immediate vicinity. We hope, however, to obtain power from regular source. Programs will be transmitted from downtown studio to mountain station," he said, "and we expect Denver to become the key station of a regional network, which might extend to Salt Lake City, Albuquerque, up into Wyoming, Montana, Idaho. Eventually, it would be hooked into other regional networks to East and West, becoming part of nationwide network.

Video's Part

"While this is postwar development, and we are now facing acute manpower problems," he continued, "we think it appropriate to plan now, as television development offers opportunity to serve as a great cushion against unemployment. Probably television sets will be sold as low as $60-70 with quite a good set around $200. Price will be a matter of mass production. Radio industry has expanded so enormously for war production that it will be in a position to furnish peacetime mass production.

Potentially, television is a giant industry, he said, and during the next five years, American Tel & Tel with whom NBC is conferring, plans to lay 7,000 miles of coaxial cable, four lines being planned, in addition to Denver regional net. One—from New York to Washington: Two—New York to Boston: Three—Washington to Charlotte, Atlanta, Birmingham, Shreveport, Dallas, El Paso, Phoenix, Los Angeles, San Francisco (no plans yet to extend north of San Francisco to Pacific Northwest): Four—Washington to Harrisburg, Pittsburgh, Cleveland (with branch to Buffalo, Toledo, Chicago, Milwaukee, Minneapolis, Des Moines, Omaha, Kansas City). With Denver linked to route four, link may be Omaha-Denver. NBC has budgeted 20 million dollars for television development in the next five years and has petitioned FCC to modify order limiting any company to three television stations.

RULING RESERVED IN OPERA'S ACTION

A NEW INSTALLMENT of the long drawn out court fight of Opera On Tour against alleged interference with its attempts to present opera with live principals but recorded orchestra and chorus on the part of American Federation of Musicians and International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators was disclosed last week when New York Supreme Court Justice Morris Eder reserved decision on a motion of the opera company counsel to examine James C. Petrillo, AFM president, before trial of the company's suit for $90,000 damages against him and Richard Walsh, president of the IATSE.

Charging that the AFM had blocked Opera On Tour's performances by getting the IATSE to call a sympathy strike of its members at theatres engaged by the opera company, Opera On Tour in 1938 secured an injunction from the New York Supreme Court, which was reversed by the Appellate Division and reinstated by the Court of Appeals. Company now claims that the unions have disobeyed the terms of the injunction and that it has been damaged to the extent of $90,000, according to its attorney, John H. Jackson.

Henry A. Friedman, counsel for the unions, said the case had been marked dismissed when the company failed to appear when the case was called on March 13, and that Opera On Tour will have to get the action restored to the court calender before proceeding. Mr. Jackson admitted there had been a confusion in dates but said it was being straightened out.

Video Survey Course

A FIVE-WEEK survey course titled "Television is Here", has been scheduled by the Dramatic Workshop of the New School for Social Research, New York, beginning April 6 at 8:30 p.m. with a talk on television broadcasting by C. L. Menser, NBC vice-president in charge of programs.

RICHFIELD REPORTER RENEWS

Oldest Network Commercial Show on Coast Begins 14th Year For Richfield Oil

ROUNDING OUT thirteen consecutive years on NBC Pacific stations, the six-weekly *Richfield Reporter* enters its fourteenth year under sponsorship of Richfield Oil Corp., Los Angeles, with April 6 broadcast. Oldest network commercial program on the West Coast, its characteristic salutation, "and a good, good evening," has now ushered in nearly eleven million words of modern history, during a total of 4045 broadcasts.

Nightly quarter-hour newscast started as an experiment in April of 1931 with release on NBC Pacific stations (KPO KFI KGW KOMO KHQ), Sunday through Friday, 10-10:15 p.m. (PWT). Station schedule has since been expanded to include KMJ KTAR KYUM KVOA KGLU KWJB KYCA. John Wald, the present Richfield Reporter is a 7-year veteran who succeeded Sam Hayes, the original newscaster, in June 1937 as co-reporter with Ken Barton, and later Don Forbes. Since May 15, 1942 when Forbes joined the U. S. Signal Corps., Wald has carried on alone as newscaster. Wayne Miller has been news editor for the past nine and a half years.

Seed Offer

Primary advertising media for the Richfield Oil Corp., the newscast series presents ample proof of its pulling power in its thirteen consecutive years record, according to Robert M. Hixson, vice-president of Hixson-O'Donnell Adv. Inc., Los Angeles agency servicing the account. "Each year the Richfield Reporter is given the toughest test of any radio show: carrying the full load for 'customer hook' give-aways. Premiums have included maps, wildflower booklets and more recently vegetable seeds. Last year's three-week garden seed offer drew more than a half a million requests. The seed offer is being repeated for the current planting season with equally gratifying results."

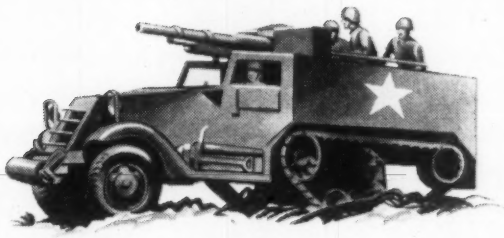
W. T. Dinkins, vice-president and general sales manager of Richfield Oil Corp., stated, "One half of our annual advertising budget is allocated for the *Reporter*. We consider it a profitable pleasure to support an institution that permits our organization to be invited into the homes of nearly two million westerners each evening."

Falstaff Beer Show

FALSTAFF BREWING Corp., St. Louis, on April 3 started *The Falstaff Show*, thrice-weekly 11-11:15 p.m. over the Blue's midwest and southwest stations. Contract, which is for 52 weeks, was placed through Dancer - Sample - Fitzgerald, Chicago. In addition, Falstaff early in April will sponsor Dizzy Dean and Johnny O'Hara, St. Louis sports announcers, who will air play-by-play reports of the Cardinals and Browns over South and Southwest stations. Day games originate on WEW St. Louis, night games on WTMV E. St. Louis.

Vitapath Spots

VAPO-PATH Inc., Dayton, O., (Vitapath vitamins), plans a series of spot announcements, covering Ohio, Michigan, Indiana, and eventually Illinois and Pennsylvania markets, to begin within the next two months. Three to five-weekly spot announcements will promote the Vitapath vitamin Check Chart. Agency is Van De Mark Advertising, Inc., Cincinnati, O., Curtis W. Van De Mark account executive.



Pulling Power?

Yours for the Asking When

You're on the Spot!

One-half of the nation's usable timber, including the largest stand of White Pine in the world, is located in this area. Top Programs, plus Complete Coverage, gives KHQ dominating Pulling Power. Its *Primary* Coverage alone, carries your message to over three-quarters of a million wealth-producers in 27 counties*. KHQ is the *only* single medium *completely* covering this area.

*Not including recent increase which, in Spokane alone is estimated at over 28% above 1940—mostly *permanent.*

○ Primary Coverage Area ○ Secondary Coverage Area ○ 150-Mile Circle

KHQ—Spokane, Washington

5000 WATTS—590 KILOCYCLES

Owned and Operated by

LOUIS WASMER, *INC.*

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

Total of 5,096 Frequencies Used by U. S., Fly Declares

Army Leads With 2,189, Chairman Tells House Committee, With Navy and CAA Following

GOVERNMENT agencies have been assigned a total of 5,096 frequencies, ranging from 10-162,000 kc, FCC Chairman James Lawrence Fly told the House Select Committee to Investigate the Commission, last Tuesday. He submitted for the record, at the Committee's request, a list of frequencies assigned to various Government departments.

Of the total frequencies assigned to Government, 1,709 are exclusive; 941 are shared with one or more Government agencies; 668 are shared with non-Government sources and 1,778 are shared with one or more Government agencies and non-Government users of the air, the report shows.

Fly Balks

Mr. Fly objected to providing the breakdown, when Rep. Wigglesworth (R-Mass.) requested it on March 24 [BROADCASTING, March 27]. He declared: "We have a couple of other wars to fight and it will take two man-days to assemble those figures." He assented, however, when Chairman Clarence F. Lea (D-Cal.) and Rep. Warren B. Magnuson (D-Wash.) concurred in Rep. Wigglesworth's insistence.

Army leads the list of Government agencies using frequencies, with a total of 2,189. Of that total, the Army has 875 exclusive frequencies, shares 271 with other Government agencies; divides 245 with non-Government and 798 with both Government and private industry.

Navy is second with a total of 1,882 frequencies. Of that number 550 are exclusive; 276 are shared with other Government agencies; 274 with non-Government and 782 with both Government and non-Government. Third on the list is the Civil Aeronautics Authority, with 352 frequencies, of which 106 are exclusive. The Coast Guard, with 316, is fourth, sharing all but 82 of its frequencies. Agriculture Dept. is fifth, having been assigned 132 frequencies, of which 38 are exclusive. Mr. Fly explained that most of the Agriculture Dept. frequencies are used for fire-prevention work in forests.

The Dept. of Commerce has 30 frequencies, exclusive of the CAA, the figures disclosed. Six of those are exclusive, 18 shared with other Government agencies and six with both Government and private licensees. The FCC has 19 frequencies, 12 of which are exclusive, 3 shared with other Government departments, and 2 each with both Government and non-Government and civilian licensees.

Mr. Fly told the Committee the "only Government bureau not now in existence that has had assignments of frequencies since Jan. 1, 1941, is the National Youth Administration of the Federal Securits Agency." That bureau had three frequencies, two of which were shared with other Government departments and non-Government, and one with non-Government.

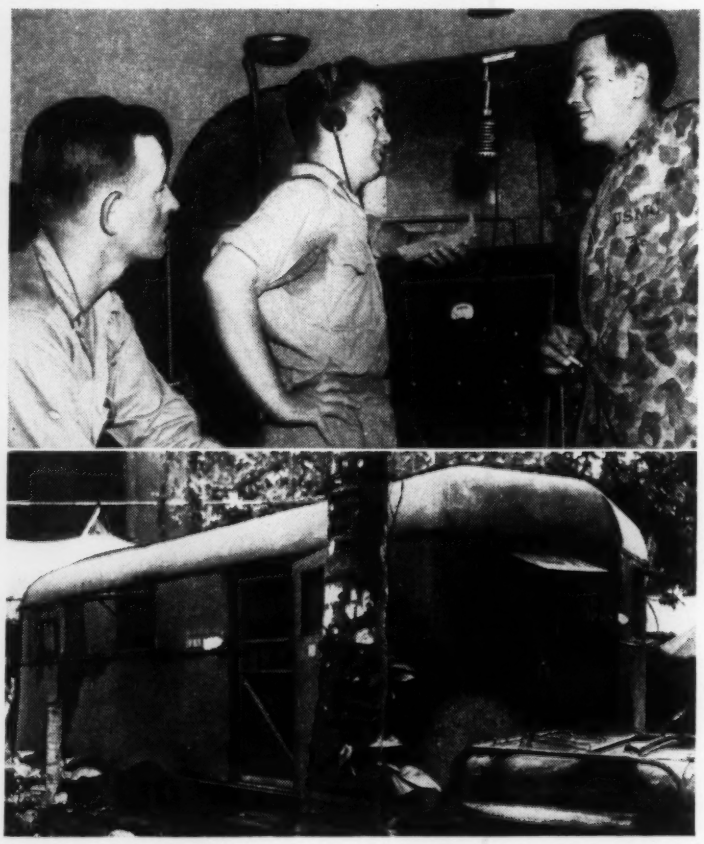
"The NYA used the frequencies which it had access to at the time for purposes of training," Chairman Fly explained. He said he could find no record where the WPA had been assigned any frequencies. Referring to one frequency assigned now to the FSA, Mr. Fly said: "I'm not sure what the Federal Security Agency does with its one frequency."

Under cross-examination Wednesday by Harry S. Barger, acting Committee general counsel, Charles R. Denny Jr., FCC general counsel, testified that the frequencies listed did not include international shortwave stations operated by the Office of War Information and the Coordinator of Inter-American Affairs. Those stations, he said, are licensed by the Commission to commercial broadcasting companies and in turn the OWI and CIAA "purchase all their time" and program the stations.

"So as no question of control of the stations could arise under Sec. 310-B of the Communications Act," said Mr. Denny, "the Commission did approve the contracts between the licensees and the OWI and CIAA." Mr. Barger asked how many frequencies the OWI and CIAA use, but the witness said the information was "confidential". Following an off-the-record discussion, however, he agreed to submit the figures as of March 29 this year to the Committee.

Following are the total frequencies assigned, the chairman emphasized, "by the Interdepartment Radio Advisory Committee and not by the FCC" to other Government agencies:

Federal Works Agency 8; Insular Government of Virgin Islands 1; Dept. of Interior 76; Justice Dept. 69;. Tennessee Valley Authority 11; Treasury Dept. 10.



Official U.S.M.C. Photo
By T/Sgt. Douglas Q. White

BATTLE BROADCASTS from the Marines originate from such spots as these at the front lines of the South Pacific combat areas. Above, Sgt. James O. Hardin Jr. (center), Marine Corps combat correspondent responsible for many of the outstanding action broadcasts of the war, interviews Cpl. C. Dave Ohman Jr. (right), Marine photographer, while Sgt. Gordon D. Marston (seated), also a USMC correspondent, waits his turn at the mike to tell of the battle for Bougainville. Talks were recorded on the Marine Corps Battle Broadcasting unit on the island. Below, parked in a South Pacific jungle, is an automobile trailer housing the Marine recording equipment and a photographic dark room. To prevent travel damage, the instruments are protected by heavy padding.

FAIRBANKS RESIGNS BECAUSE OF ILLNESS

RESIGNATION of William F. Fairbanks, chief of the Allocations Division, because of ill health, was announced last week by Philip H. Cohen, chief of the OWI Domestic Radio Bureau. Joseph A. Ecclesine, Manager of Network Sales Promotion for NBC, was named as his successor.

Mr. Ecclesine

Mr. Fairbanks' decision to leave the Government was at the advice of doctors who ordered him to take a rest from his arduous duties and engage in less strenuous work until his health is fully restored. Expressing regret at his resignation, Mr. Cohen declared that Mr. Fairbanks had carried a heavy load in scheduling war information campaigns through the various OWI allocation plans and had performed an invaluable public service.

Mr. Fairbanks came to OWI in September 1942, having previously been with NBC's sales promotion department. He had been with the network for nine years. He attended Brooklyn Poltechnic Institute and City College of N. Y. He is 32 years old, married and has one child.

Mr. Ecclesine has been with NBC's promotion staff for four years. He had previously been with the Bureau of Advertising of the American Newspaper Publishers Assn. and the advertising department of *True Story Magazine*. He is a graduate of Fordham U.

RCA FM Booklet

RCA LABS. has published a 52-page booklet on "FM Broadcasting," covering the general and technical aspects of FM as compared with AM broadcasting, RCA's contributions to FM development, the statement made by Dr. C. B. Jolliffe, chief engineer, RCA Victor Division of RCA, at the FMBI meeting Jan. 26 in New York, and the statement of NBC's FM policy as made by Niles Trammell, NBC president, to the network's affiliated stations.

KVRS in Wyoming

KVRS is in Rock Springs, Wyo. instead of Rock Springs, Ariz, as erroneously reported in BROADCASTING March 20.

Mike's Boy

IRISHMAN'S LUCK, to be sure, brought true the boast of one Mike Cassidy, account executive of KUTA Salt Lake City, who upon entering the Army in January said that his son, one Patrick Michael Cassidy, would befittingly be born on the day of Saint Patrick, March 17. Patrick Michael did arrive on March 17, all eight pounds, and both mother and son are doing fine.

How Important is PEORIAREA to you

If You Are Looking for a Receptive Market with a Great Post-War Future PEORIAREA is Very Important to You!

VITAL IN WAR

Peoria, center of heavy earth-moving equipment manufacture, has been called the 'most important city in the world to the U. S. Engineers Corps'. "Caterpillar" tractors, LeTourneau and Hyster equipment have built the roads, leveled the flying fields, smoothed the landing areas that are carrying our armies forward.

VITAL IN PEACE

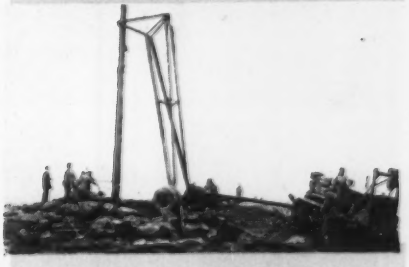
There will be no problem of reconversion for Peoria industries when peace finally comes. The same equipment that leads our fighting men now, will rebuild a battle scarred world and restore the many domestic construction and road building programs.

WMBD

—covers the market composed of the people who are employed in the manufacture of this heavy earth-moving machinery. Their incomes are above the average now . . . and their buying power is assured by the essential nature of the equipment they build, so vital in war and peace. That these same people listen to WMBD, is proven by Hooper and Conlan listening audience surveys. WMBD dominates the listening audience with coverage "tune-in" of 50.2%. Reach the stable PEORIAREA market thru WMBD, Peoria's *home station.*

Armed guard with armored "Caterpillar" tractor. Munda Air Field, New Georgia Is.

Signal Corps photo of Peoria-built tractor coming ashore in the Aleutian Islands.

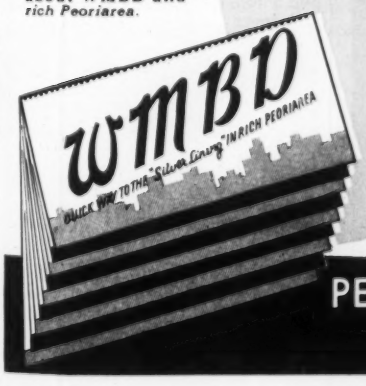


"Caterpillar" tractor and crane erecting radio aerial in Iceland. Signal Corp photo.

LeTourneau Angledozer being operated with "Caterpillar" tractor on road building job.

Hyster arch being used with "Caterpillar" tractor to handle felled timber in woods.

Send for 'Fingertip-Facts" Brochure all about WMBD and rich Peoriarea.



PEORIA BROADCASTING COMPANY
Peoria, Illinois

FREE AND PETERS
National Representatives

Invasion Trade

ALL BBC broadcasts dealing with the invasion will be available to American stations for at least the initial stages of the operations, the BBC announced in New York March 24, on the return from London of Lindsay Wellington, North American director. Reciprocally, American network representatives in London have agreed to make their invasion material available to the BBC for domestic broadcast in Britain, the announcement said.

RADIO TUBES may become a "controlled item" in Canada to straighten out current distribution troubles. Munitions & Supply Minister C. D. Howe stated at Ottawa, this week. Members in Parliament had reported a black market in radio tubes and urged increased production. Mr. Howe reported no difficulty in obtaining materials but a shortage in manufacturing capacity. "There is nothing more urgently required for war purposes than radio tubes, and there is no field in which we have made a greater attempt to expand capacity," he told Parliament.

Resistor Shipments Up

WITH monthly shipments of resistors numbering 45,000,000 units in February, WPB officials said last week that an additional 10% may be available in March. Although the resistor industry will probably be able to meet all military requirements for 1944 as indicated at present, civilian supplies of electronic resistors must come from surplus inventories and factory over-runs.

TOMMY DORSEY

Signs with

LANG-WORTH

EXCLUSIVE !

Tommy Dorsey — "That Sentimental Gentleman of Swing" — has agreed to provide a continuous flow of library transcriptions for the exclusive use of Lang-Worth subscribers . . . Featured with Tommy Dorsey and his 27 piece recording orchestra will be Bob Allen and Betty Brewer vocalists, "The Four Clark Sisters" and Gene Krupa . . . first recording immediately.

LANG-WORTH, INC. 420 Madison Ave., N.Y.C.

KNOWING CROSLEY

Employes Conferences on Company Planned

AN IMPORTANT series of radio conferences, to begin April 3 will be held in Cincinnati by the broadcasting division of the Crosley Corp. in order that all members will have an opportunity to "know our radio, our stations and our jobs better," according to George C. Biggar, assistant to the vice-president and director of employe relations for stations WLW-WSAI-WLWO.

The conferences are to run for nine 1½ hour periods each Monday through April 24, with introduction of all department heads who will lead discussions concerning the most important functions of their departments. WLW-WSAI top executives, representatives of sponsors and agencies will also take part.

Some of the topics to be discussed are: Why a Crosley Square radio conference; the engineering picture; the American scheme of broadcasting; Crosley stations in the broadcasting industry; program policies of the Nation's station; from Chungking to Crosley Square; FM and television—technical aspects; looking ahead in broadcasting; and others, each of which will be followed by a question and answer period.

Farnsworth Plans

OPINION that projection tube receivers will replace the pre-war picture tube sets, in which images are viewed either directly or by reflection from the receiver tube, was expressed by B. Ray Cummings, vice-president in charge of engineering of Farnsworth Television & Radio Corp., in an address last Tuesday before the Television Press Club of New York.

Joseph H. Spear

JOSEPH H. SPEAR, member of the writing staff of the Radio Council of the Chicago Public Schools, died March 18 in New York City. He had been a member of the Pan American Council in Chicago until recently, when he resigned to accept a position on the educational research staff of the U. of Chicago.

Big Used Car Budget

KELLEY KAR Co., Los Angeles (used car dealers), on March 16 revised its advertising budget and increased radio appropriation to $12,000 per month. Firm sponsors the nightly 60-minute *Midnight Merry-Go-Round* and a Sunday morning recorded music and news program as well as daily announcements on KNX; twice daily transcribed version of Mutual program, *The Johnson Family*, a weekly 45-minute musical program and announcements on KHJ; six-weekly quarter-hour recorded program, with eight 15-minute newscasts and five spot announcements per week on KECA; daily 60-minute recorded *Make Believe Ballroom*, Saturday night half-hour *News Reel* and 7 spot announcements weekly on KFWB; daily 15-minute newscast and 14 spots weekly on KFAC; daily participation in *Chuckwagon* on KFI; participation seven days weekly in Spanish program on KGFJ; and quarter-hour *News in Spanish* seven times weekly on XEMO Tiajauna, Mex. Coast Western Adv., Los Angeles, has the account.

top billing for the audiences, too!

And well they earned it, in '43, by their stellar participation in Pittsburgh's most-favored participation programs. The almost incredible popularity of "The Shopping Circle," conducted by Janet Ross, and "KDKA Home Forum," presided over by Evelyn Gardiner, is attested by 110,087 letters received in that year.

This means that KDKA not only reaches but *serves* the radio homes in the KDKA area.. serves the average home-maker by keeping her abreast of the times in a swiftly moving world that bristles with problems.. problems that are analyzed, and solved, in an intimate, informal, friendly, and authoritative manner on these programs.

This proved listener-interest, plus well-established buying power, creates an ideal low-cost-per-inquiry setup on KDKA. Contact NBC Spot Sales for availabilities.

KDKA
PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES

YOU CAN STILL GET PROMPT POST-WAR DELIVERY IF YOU RESERVE YOUR GENERAL ELECTRIC BROADCAST EQUIPMENT

NOW

STATION AND STUDIO EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC

160-C7

The General Electric

EQUIPMENT-RESERVATION PLAN

For post-war priorities on FM and AM broadcasting equipment

LARGE as is the amount of broadcast equipment already on reservation with General Electric, the tremendous war-geared G-E manufacturing facilities can produce *all* this reserved equipment for quick post-war delivery. Even twice this amount can be built within practically the same time if we know *now* what will be required and can plan for its production.

General Electric has the plant, the machines, and the skilled engineering and factory personnel, to swing into peacetime production virtually overnight. No extensive reorganization of production methods will be necessary at G.E. . . . since much of the equipment needed for commercial broadcasting is in the same basic pattern as that which today is proving its high standard under the acid tests of war.

Prompt post-war delivery is only one of the benefits you gain by reserving your G-E broadcast equipment NOW.

Your contact with us will enable you, your staff, and your consulting engineer to develop the details of your post-war station during the period before new construction is authorized. Then, you will be fully prepared to proceed with the building of your station.

General Electric can help you in any of the three broadcasting fields: FM—TELEVISION —or AM. You can benefit from exclusive G-E developments such as the FM circular antenna or the S-T relay system which permits you to establish your station for maximum coverage . . . your studio for maximum convenience. You can obtain from G-E *any* broadcast equipment, either station or studio, together with associated equipment for FM, AM, or television. No other manufacturer can offer such complete system experience and "know how."

Come to Schenectady and See for Yourself!

General Electric operates five proving-ground broadcasting stations at Schenectady — AM, International Shortwave, FM and Television. Broadcasters and prospective broadcasters are invited to inspect these facilities and discuss their problems with our station personnel.

• **WRITE for your copy of the G-E Equipment-Reservation Plan,** and application forms. *Electronics Department, General Electric, Schenectady, New York.*

• *Tune in General Electric's* "The World Today" *and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS network. On Sunday evening listen to the G-E* "All Girl Orchestra" *at 10 E.W.T. over NBC.*

ANTENNAS • ELECTRONIC TUBES • RECEIVERS

FM - Television - AM

Come to G.E. for all three!

HERE ARE THE RESULTS OF CINCINNATI'S "Blindfold Test"

A Radio News Quiz, held through blind ads in all Cincinnati's papers, brought 1608 replies. Received and tabulated by two impartial Cincinnati Advertising Agencies, these replies show that WCPO overwhelmingly leads as the station Cincinnatians listen to their news on, also WCPO was picked as the station listened to most all day long, by most of the people!

Questions	B	WCPO	C	D	E	TOTAL
I listen mostly to the news on Station	9	917	64	135	497	1622*
Which station do you listen to most during the daytime?	23	796	164	181	440	1604

*In some answers two or more stations were given. In such cases credit was given to each. To other questions no reply was made. For this reason the totals in right hand column vary. Complete contest tabulations are on file at WCPO.

WCPO

WCPO is under the same sound management policy as WNOX, Knoxville, Tenn.; and WMPS, Memphis, Tenn.

WGN ANNOUNCES THEATRE CONTEST

COMPLETE details of a $10,000 contest for its "theater of the future" will be announced within 60 days by WGN Chicago. Competition for a prize winning building design will be judged by a group of WGN radio experts. Prizes will be: $5,000 first prize; $2,500 second prize; $1,000 third prize, and 15 prizes of $100 each.

Projected plans include a seating capacity of 2,000, a stage, 60 feet square and capable of seating a 75-piece orchestra, and control rooms, flyloft, lighting equipment, and storage space.

Anticipating post-war television, a studio will be constructed capable of adapting the sound producing qualities of its auditorium to radio.

Suit Sustained

APPELLATE Division of the New York Supreme Court has sustained the suit of Gem Music Corp. and Denton & Haksins Corp. against the individual directors of ASCAP and also reversed the lower court's decision by reinstating the publishing companies with which the publisher members of the ASCAP board are affiliated as defendants. Plaintiffs, publisher members of ASCAP, are suing for an accounting of the society's finances, charging misuse of funds by the directorate.

Hospital Plan

HOSPITAL SERVICE Plan Commission of American Hospital Assn., Chicago, is discussing the possibility of sponsoring a network program to promote the prepaid hospital service offered as a non-profit community service by local Blue Cross organizations, of which 77 are currently in operation. Funds would have to come from the public relations budgets of the local units, since the national organization has no money for promotion.

Dr. Buss Takes Over

DR. CLAUDE A. BUSS has officially taken office as director of OWI's Pacific Bureau, with headquarters in San Francisco. He declared that the area of operations will be increased and the work of the OWI intensified. Already five new shortwave transmitters are scheduled to be added to the five on the West Coast. With these OWI will blanket North China, the Netherlands East Indies and Japan even more thoroughly than now.

Shellmar Award

SHELLMAR PRODUCTS Co., Mount Vernon, O., has signed for the full Blue Network April 8, 5-5:30 p.m. to broadcast their Army-Navy "E" award ceremonies. John Stover Co., Columbus, Ohio, is agency.

WESTINGHOUSE ELECTRIC & MFG. CO., Pittsburgh, will omit commercials on the Easter Sunday broadcast of its NBC program featuring John Charles Thomas, in honor of the holiday. Agency is McCann-Erickson, New York.

FIRST "PUBLIC APPEARANCE" OF A GREAT PLANT

WWVA

50,000 WATTS

A FORT INDUSTRY STATION

BLUE NETWORK

Represented by John Blair & Co.

We have been so busy exploiting the phenomenal results of our comparatively new (since October 7, 1942) 50,000 Watts service, that we have unconsciously neglected to pay tribute to our ultra modern engineering facilities that have played a major role in our development.

And so, for the first time in print, we picture the mechanical heart beat of our outstandingly successful service. Modern in its every line; efficient in its every detail; dependable in its every function; this WWVA plant, with its 50-D R. C. A. Transmitter, is performing yeoman service in carrying one of America's most highly personalized broadcasting services to—

123 PRIMARY AREA COUNTIES

in Ohio, Pennsylvania, West Virginia, Maryland and Virginia

1,747,955 Primary Area Radio Homes

WEST VIRGINIA BROADCASTING CORP. — HAWLEY BLDG. — WHEELING, WEST VA.

Easy does it!

. . . OR HOW RETAIL ADVERTISERS CAN BUY BIG-TIME SHOWS ON LIMITED BUDGETS

• You can stew and sweat and worry and fret about your radio program OR you can solve this problem the easy way—as so many retail advertisers are doing—with one of NBC's top-flight "package" shows. Among the NBC Recorded Programs building sales for retail merchants in more than 187 markets are:

Betty and Bob—The story of "ordinary folk who lead *extraordinary* lives"—tops in serial drama, with a record of proved selling power. 390 quarter-hours for 5-a-week broadcasts. Used by department stores (10), retailers of furniture (2), clothing, drugs, groceries, baked goods, etc.

Flying for Freedom—Vivid saga of daring and courage of United Nations airmen. 26 half-hours. Broadcast by shoe stores, dress shop, men's clothing, department stores and others.

Let's Take a Look in Your Mirror—Timely sparkling program by Stella Unger—helpful suggestions about today's problems for today's women. 156 5-minute programs. Used by department stores (8), women's dress shops (10), furriers (4), furniture stores (3), cleaners and laundries, and many more. Many of these stores also used Stella Unger's "Hollywood Headliners"—personality sketches of the movie greats—156 5-minute programs, still available in some markets.

The Name You Will Remember—William Lang's brilliant word portraits of famous notables in the news—pack an unforgettable punch—and a natural merchandising title tie-in. 156 five-minute shows. Sponsors include furniture stores (5), jewelers (3), women's wear shops (2), department store, shoe store, men's clothing, etc.

Happy the Humbug—Fanciful, enchanting children's story for Christmas promotions—grown-ups, too, enjoy it. 12 quarter-hours. Sponsored in 1943 by department stores, bank, retail merchants association, super-market and others. Offered now for Christmas, 1944.

★ ★ ★

EASY DOES IT! Just prepare sales messages to be read by the local announcer—select your station and time—and your program is set! Many other NBC recorded shows, in addition to those listed above, are ready to go to work for retail advertisers. Ask your local station to audition them—or write us direct.

National Broadcasting Co.

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

A Service of Radio Corporation of America

RCA Bldg., Radio City, N. Y...Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C... Sunset and Vine, Hollywood, Cal.

OWI PACKET, WEEK APRIL 24

Check the list below to find the war message announcements you will broadcast during the week beginning April 24. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
War Bonds	X	X	X	X	X	--	--
Fight Waste	X	--	--	--	--	--	--
Play Square With Gasoline		--	--	--		X	X
Victory Gardens	X		X		X	--	--
WACS	--	X	X	X	X	--	--

See OWI Schedule of War Messages 105 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

WAC Recruiting Returns to OWI Radio Packet; Garden Campaign Now at Peak

AFTER AN ABSENCE of six weeks, the campaign to recruit WACS returns to the OWI Domestic Radio Bureau packet for the week beginning April 24, with transcribed messages scheduled on both the "KW" and "OI" groups of stations.

To replace men in non-combat jobs as rapidly as possible, the War Dept. is seeking to triple the present rate of enlistments in the Women's Army Corps and fill approximately 200,000 specialized Army jobs now open to WACS. Radio appeals will be directed to stressing the great need of recruits and to interesting women not now in essential employment or persons whose home responsibilities are not so great as to prevent them from serving.

Continuing on the week's schedule are messages on War Bonds, Play Square With Gasoline, and Victory Gardens. The bond drive, assigned to both Network and Station Announcement allocation plans, carries appeals to listeners to maintain steady purchases by having more of their wages put into bonds.

Gasoline messages, assigned to the National Spot Plan, continue the anti-black market theme, appeals emphasizing enormous military demands and urging conformity with rationing rules and restricting use of fuel to only essential needs.

The Victory Garden campaign enters its peak period, with network messages and station announcements reaching listeners at the height of the planting season. Stations should find the transcribed messages on this subject a fruitful source for sponsors among the various local merchants featuring gardening supplies and equipment.

The overall Fight Waste campaign, assigned for network treatment, returns to the packet after an absence of three weeks.

Cotton Week Spots

RADIO promotion will again figure in this year's Cotton Week May 22-27, according to the Cotton-Textile Institute, New York, which handles the promotion in conjunction with the National Cotton Council. Some 50 national radio advertisers outside of the textile industry usually promote Cotton Week on their programs as a good-will gesture towards their markets in the South. In addition local stations in the cotton belt present sustaining programs and spot announcements prepared for the occasion by local retailers and other business groups. The Institute prepares background material on the week, which is keyed to the slogan "First in War—First in Peace".

McKesson on Blue

McKESSON & ROBBINS, Bridgeport, Conn. (drugs, cosmetics), on March 23 started sponsoring the weekly travel quiz show, *Stop & Go*, on 153 Blue stations, Thursday, 10:30-11 p.m. (EWT), with transcribed West Coast repeat, 9-9:30 p.m. (PWT). Joe E. Brown, radio-film comedian, is m.c. Cash prizes ranging from $2 to $80 are awarded winning contestants in the audience participation program. In addition a film or stage guest star is featured each week. Matty Malneck is musical director. Bill Krauch has been assigned program director, with Herb Allen announcer. George Merek, New York producer of J. D. Tarcher & Co., was in Hollywood to start the series. Initial broadcast saluted Good Looks and Good Health week, observed by druggists of America, and featured Dorothy Lamour as guest star.

'Pause' on V-Discs

ALL SEVEN musical numbers played on the April 2 broadcast of Coca-Cola Co.'s CBS program, *The Pause That Refreshes on the Air* were recorded for "V-Discs," Army project supplying U. S. overseas services with recorded music. 8,000 pressings were made of each number, commercials and commentary deleted. Arrangements were made by Capt. Robert Vincent, chief of "V-Discs", music section of the Army's Special Services Division in New York, and by Paul Louis, producer-director, of D'Arcy Adv., Coca-Cola agency.

IT'S A WIZE ADVERTISER WHO USES THE SPRINGFIELD, O. MARKET

FIFTY-FIVE BUSINESS FIRMS WILL SUBSTANTIATE THIS CLAIM!

Over three years ago, a new radio station opened in Springfield, Ohio, a prosperous and enterprising city of over 82,000 people. Occasions of this kind are naturally supported by merchants proud to have their first station, plus the novelty that goes with being on the air for the first time.

But something happened—advertisers found they were getting unusual response from their sales messages, and it was no longer a novelty, but continued day after day—week after week.

Today fifty-five advertisers — yes, 75% of the original accounts that opened the station, are still on the air . . . further proving that WIZE gets amazing results.

There is still time available — write today.

BLUE NETWORK

•

WEED & CO. NATIONAL REPRESENTATIVES

WIZE
Springfield, Ohio

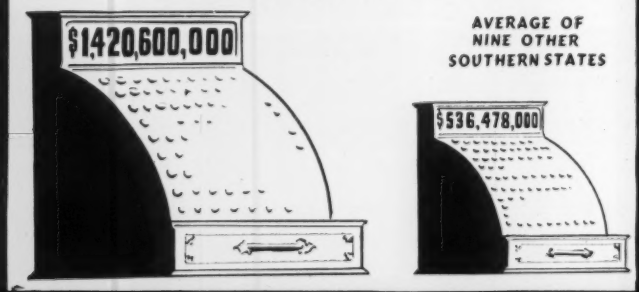
Reggie Martin
General Manager

Ronald B. Woodyard
Vice President

NORTH CAROLINA is the SOUTH'S No.1 INDUSTRIAL STATE

VALUE of MANUFACTURED PRODUCTS
Source: — Census of Manufactures, 1939

NORTH CAROLINA



AVERAGE OF NINE OTHER SOUTHERN STATES

WPTF
with 50,000 Watts
in RALEIGH is
NORTH CAROLINA'S No.1 SALESMAN

NBC — 680 K.C.

FREE & PETERS, NATIONAL REPRESENTATIVES

Service Story

A BOOKLET titled "War Broadcasting Activities, 1943" and published by KMBC Kansas City, lists the various governmental and private agencies and drives in which the station devoted time on the air. First part is devoted to the presentation of the theory behind each of the contributions, and manner of presentation followed by a list and description of particular drives, such as: Wacs at Work, Dogs for Defense, Red Cross Blood Bank, Third Missouri Infantry, Overseas Morale, War Bonds, The War and the Home, The War and the Farm, and The War and Public Health. The remainder of the brochure is devoted to listings of the agencies served, number of announcements and the time devoted to each.

Canadian Rationing

WARTIME PRICES & Trade Board, Ottawa (ration authority), is using live spot announcements and flashes several times daily on all Canadian stations from March 21 to March 31 in connection with the distribution of Canadian Ration Book No. 4. Account is placed through the Wartime Group of the Canadian Advertising Agencies, Toronto and Montreal.

CBS Invasion Crew

FIVE CBS correspondents stationed at American bases in England will describe invasion preparations of American troops on *World News Today*, Sunday, April 9 on CBS. Correspondents will include Edward R. Murrow, CBS European news chief, Charles Collingwood, Larry LeSueur, Charles Shaw and Richard Hottelet.

Pacific Meeting

PACIFIC Advertising Assn. will hold its third Wartime Conference in Fresno, Cal., June 12-14, with Maurice Heaton, president, presiding. Clyde F. Combs, manager of KARM, is entertainment chairman, with Keith B. Collins, manager of KMJ, in charge of registration and tickets.

KWKW Loses Suit

DAMAGES were awarded Tochihisa, Masaji and Arthur Goto, Japanese-American brothers in their $7,000 suit against Southern California Broadcasting Co., operator of KWKW Pasadena, by Pasadena Superior Court on March 17. Amount of damages for alleged injury to their crops through construction of KWKW radio towers will be fixed after an inspection of the acreage by Judge Frank C. Collier. Case had been on the calendar for more than two years. Plaintiffs were brought to Pasadena for the hearing from Gila River (Ariz.) Relocation Center in custody of a War Relocation Authority agency, on an Army pass.

YUGOSLAVIAN PARTISAN Army was heard in action March 27 during Mutual's *Front Line Features*, with an accompanying description by a BBC correspondent with the armies of Gen. Tito. Program was recorded abroad.

PERFECT FURLOUGH is registered in expression on face of Aviation Cadet Dick Enroth, formerly a WGN Chicago announcer, now in training near Atlanta, when he recently visited Chicago studio and found waiting admirers (l to r): Laura Predbeck, Florence Bader, Virginia Thelen and Dorothy Furman, members of WGN staff.

Demand for Sets

A POLL conducted by *The American Home* magazine on post-war buying plans, showed that the radio or radio-phonograph rates high in a list of eight specific items which the home-maker would desire to purchase within the next year, if they were available. Automobiles rated first with the largest percentage of consumers with 39%, radio item and rugs next with 30% rating, followed by home freezing units, electric irons, television sets, electric toasters and air-conditioning, in the order named.

Red Top Discs

RED TOP BREWING Co., Cincinnati has adopted the theme, "Puts a Song in Your Heart" for its series of 90-second transcriptions made at WOR-MBS studios in New York for release in 28 States for spring promotion. Sixteen take-offs of favorite old melodies are included in the series which converts popular "Ciri Biri Bin" into "Cheery Beery Beer". Agency is Joseph Adv., Cincinnati, and Eli Cohan is account executive.

KROD

CBS

The Voice
that's heard
all over the important
EL PASO
Southwest

1000 Watts - 600 KC
Dorrance Roderick, Owner
Val Lawrence, Mgr.

NEW MEXICO — EL PASO — TEXAS — MEXICO

HOWARD H. WILSON CO
National Representatives

ANNOUNCING

The Appointment

of

THE KATZ AGENCY, Inc.

as our

NATIONAL REPRESENTATIVES

Effective April 1st, 1944

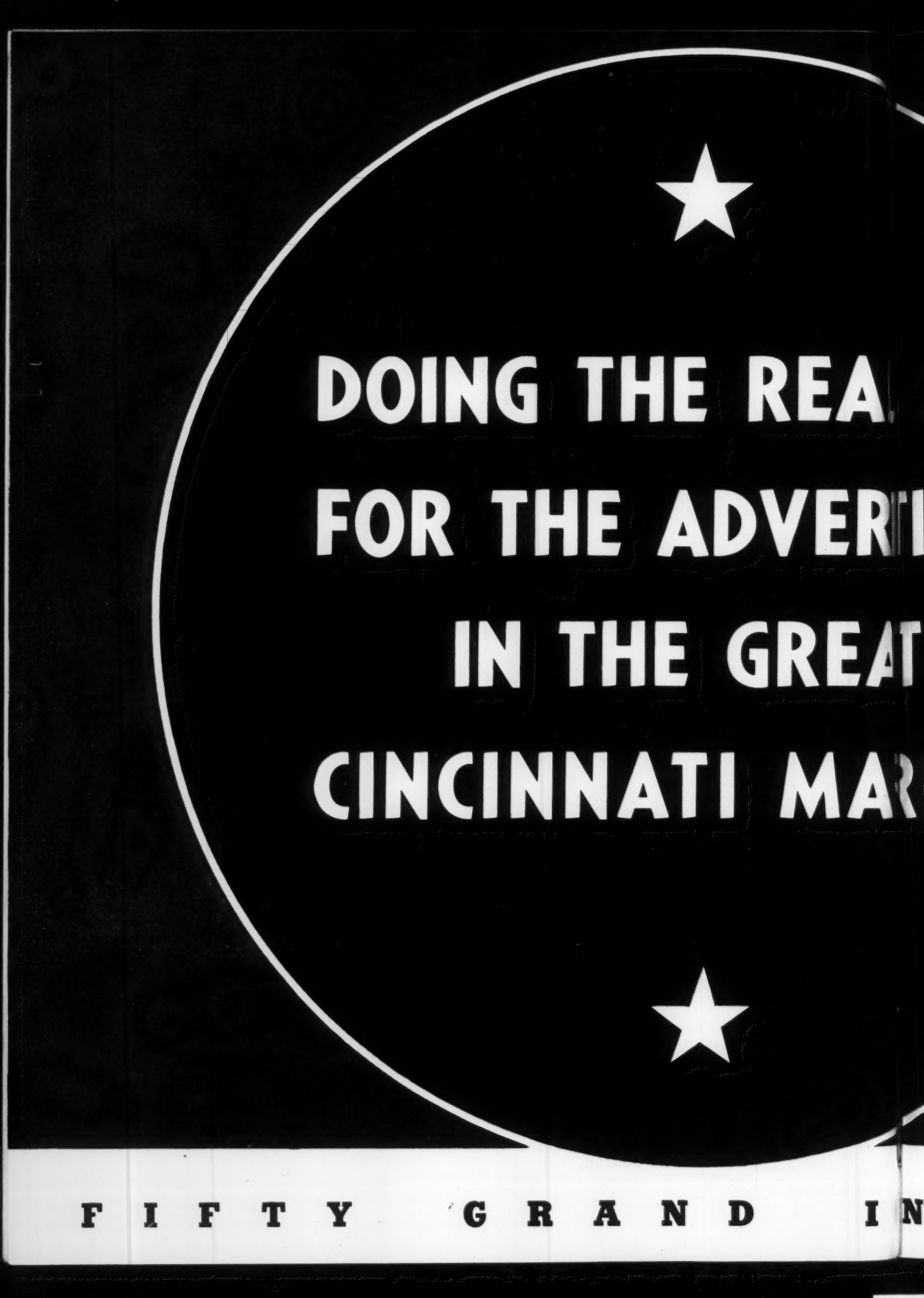
5,000 WATTS

980 KC

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.


DOING THE REA
FOR THE ADVERT
IN THE GREAT
CINCINNATI MAR
FIFTY GRAND I

A JOB

RTISER

AT

ARKET

L B Wilson

WCKY

N POWER • C B S

Editorial

Buying to Sell

WELL WITHIN the memory of both broadcasters and retailers are recollections of the chilly receptions accorded radio salesmen who knocked at the door of the men who sell to consumers.

Many broadcasters were resigned to the belief that those who run stores were interested only in layouts of pretty drawings and attractive price lists.

But times have changed. So also have retailing and advertising methods. With that change has come an amazing advance in use of the broadcast medium. Among the last to join the sweep toward radio have been retailers.

Now the worrisome "retail problem" approaches a solution. With the help of energetic missionary work by radio executives and their salesmen thousands of retailers have shown a respectful interest in the newest of the media. More than that, large numbers of stores have bought time, as shown by results of a questionnaire sent out by the NAB (see page 9).

Interest in retailing by radio reaches a high spot this week at the Cincinnati meeting of the National Retail Dry Goods Assn., culminating in an all-day radio forum Thursday. There a panel of experts from both radio and retailing will answer the questions that store executives ask most frequently.

The intense interest in radio is a healthy sign. It is healthy for each group since it shows that retailers are willing to be told and it shows that radio is willing to do the job of telling.

While the panel will be interesting and instructive, an even more important event is about to occur—a clinical test of radio as an advertising medium for retailers. The test is announced in this issue of BROADCASTING (see page 8).

First experiment will start about May 1 when Joske's, largest store in the largest State of the Union, will devote a good slice of its budget to radio. Later other department stores in the nationally known Allied chain will stage similar experiments.

Out in the open, where all can watch, these big stores will put radio to the test. They will blend their merchandising skill with the broadcasters' skill in carrying sponsor messages to the public and influencing buying habits.

Both sides have much to gain by the test. Retailers will have little to lose for even if their money were hopelessly misspent the aggregate would not be important.

Broadcasters, however, have much to gain and much to lose. The experiments will be watched closely by every person interested in selling and advertising.

The entire project will come under the watchful eye of Lew Avery, the NAB's capable Director of Broadcast Advertising. Knowing intimately the problems of both groups, he will see that the experiments are conducted to the satisfaction of the retailers whose money will be spent.

Selling is the business of these men who run the country's great retailing industry. And helping sellers bring their message to the public is the business of the men who run the nation's 900 broadcast stations.

As bulwarks of their communities retailers are desirable clients for stations, whose managers recall how fast national advertising dropped off during the bad days of the past decade.

Broadcasters contend that retailers should buy time to sell goods. Retailers are ready to be convinced. So let's see what happens!

The Eastman Credo

OF ALL the administrative agencies in Washington, the Interstate Commerce Commission has been the least criticized. One of the most respected and revered Government administrative officers has been Joseph B. Eastman, ICC chairman and wartime director of the Office of Defense Transportation, who died March 15 virtually with his boots on.

Last February, on the eve of his fatal illness, Mr. Eastman was guest of honor at a testimonial dinner to commemorate his 25 years as an ICC member—dating back to the Wilson administration. He outlined in that address his "credo" for administrative agencies, a sort of blueprint evolved by experience.

Twelve items were enumerated. That they have worked is reflected in the impeccable record of the ICC and of such other administrative agencies as have followed its pattern—the Federal Trade Commission, for example.

Seldom, if ever, has the charge of "bureaucracy" been leveled against the ICC. It has functioned as a quasi-judicial body. Its members call one another "dear brother," as is done on the highest courts.

Granted, then, that Mr. Eastman's credo works in practice. Here were some of his high points:

> Political domination will ruin such a tribunal. * * * They should not be under the domination or influence of either the President or Congress, or of anything else than their own independent judgment of the facts and the law. There is no safe substitute * * * for full hearing and argument of the issues when they are in controversy. * * * This takes time, but it is time well spent.
>
> The statutes which the tribunal administers should be well, simply and carefully framed, but the personnel which does the administering is more important than the wording of the statute. Good men can produce better results with a poor law than poor men can produce with a good law. Zealots, evangelists and crusaders have their value before an administrative tribunal, but not on it.
>
> Other important qualifications are patience, courtesy and a desire to be helpful to the extent that the law permits. There is nothing more important than to curb abuse of power, wherever it may reside, and power is always subject to abuse.
>
> The importance of sound public regulation cannot be minimized, but it must not be magnified to the exclusion of those factors in financial success upon which ordinary private business must rely.

The FCC is an administrative agency. It doesn't take a student of administrative government to detect why the ICC is so respected and why the FCC isn't.

Our Respects To —

JUDITH WALLER

FIRST LADY of Radio. Judith Waller's life of service to the industry has deserved for her that title. And now, as Public Service Director of the NBC central division, she is daily proving herself worthy of it.

As a radio pioneer, who from the very beginning felt that radio should offer something more than entertainment, Miss Waller made arrangements for hundreds of informative lectures over WMAQ Chicago, of which she was director from April 1922 until 1932.

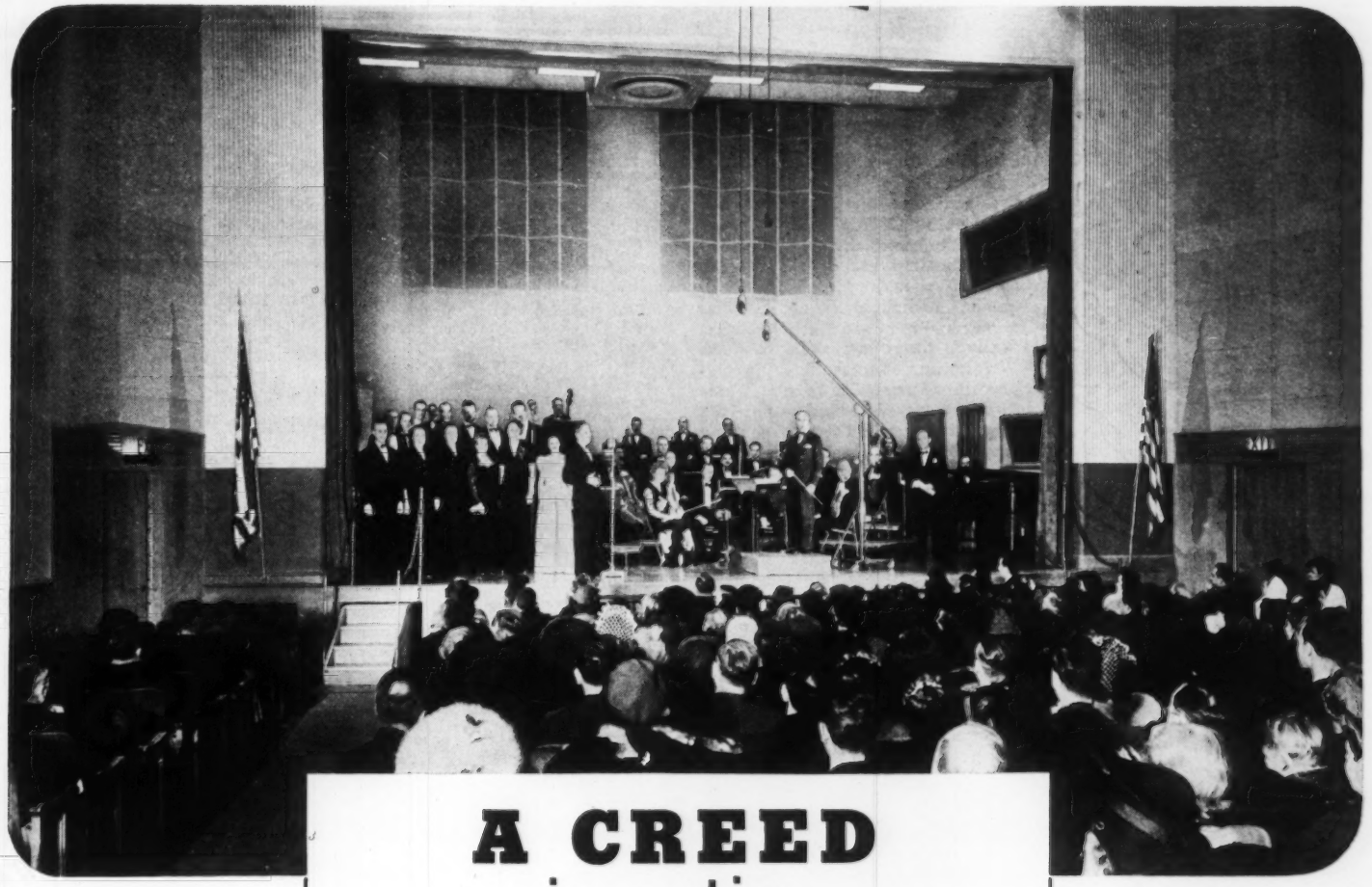
It was she who suggested that actual pickups of classroom lectures at Northwestern University and the University of Chicago were feasible and desirable; it was she who arranged for what was very likely the first musical appreciation hour, a program which made its debut on Oct. 12, 1922, with Mr. and Mrs. Marx E. Oberndorfer as commentators on the work of the Chicago Symphony Orchestra; it was she who pioneered the children's field with a *Hearing America First* musical series, Miss Georgene Faulkner's *Story Lady* series, Russell Pratt's *Topsy Turvy Time* program and a thrice-weekly program presented in collaboration with the Chicago Public Schools, and it was she who not only conceived the idea of the internationally famous *University of Chicago Round Table* program, but who also saved the program from possible oblivion by persuading NBC to retain it when WMAQ joined that network in 1931.

In 1942 plans were laid for the NBC-Northwestern U. Summer Radio Institute. The success of the plan carried into its second year and now Leland Stanford University and UCLA will be added to the colleges offering students instruction in all practical phases of radio. Miss Waller originated and carried out the plan.

As public service director of the NBC central division, Judith Waller is responsible for all cultural programs, all talks except political ones, outside lecture pickups, women's activities and children's programs. As the representative of NBC at annual meetings and conventions in these fields, she is one of the most widely-traveled executives in radio, having visited broadcasting centers in Italy, Germany and Great Britain as well as most cities in the U. S.

The School Broadcast Conference in 1940 selected Miss Waller for its annual award of merit, turning the spotlight on a woman described by a famed columnist as "a quiet unassuming person who has labored hard for

(Continued on page 40)



A CREED in action

Since WMFM took to the air in April of 1940 as the first FM station west of the Alleghenies, it has had a simple, twelve-word creed . . . *Distinctive, quality programs, keyed to the wants and needs of the community.*

"Milwaukee Through the Years" is an example of that creed in action. Starting as a WMFM sustaining program in September of 1941, it has flourished and grown to one of Wisconsin's outstanding radio programs. · Since May of 1943 it has been sponsored over WMFM and sister station WTMJ.

Here is a program truly keyed to the community. Each Sunday "Milwaukee Through the Years" goes back into the songs, the news and views of days gone by, as remembered by Manfred Gross, "The Old-Timer." A 25-piece Radio City orchestra, the chorus of ten and an array of soloists bring back fond memories with "yesterday's" hit songs.

Such programs are reason enough for a community to take a station to its heart. Add to this programming the miracle of static-free, crystal-clear FM reception, and it's easy to understand the eager reception Wisconsin is affording WMFM, the station that brings them *"Distinctive, quality programs, keyed to the wants and needs of the community."*

Today, tomorrow, whenever you make plans for using FM, remember the call letters of one of America's outstanding FM stations . . . WMFM, Milwaukee.

WMFM

THE MILWAUKEE JOURNAL FM STATION

Member — The American Network

"I never heard a KILOWATT . . ."

I never heard a kilowatt,
I never saw one, either!
And if you'll think it over, sir,
I'll bet you haven't, neither!

For reaching Minnesota, sir,
Please bear this fact in mind—
3/5ths of all the populace
Is in our "Oh-Five" line!

We boast of five KW's,
It gets to Litchfield* fine.
But doesn't reach a single duck
On the South Dakota line!**

Why hire up a Diesel Truck***
To pull your fringe-topped surrey****
When all you need is a single steed
To get you there in a hurry.

The same is so in radio
You don't need TOO much power
(Unless, of course, you aim to force
Sales from some desert flower!) *****

So make a date with Standard Rate
And lay out every 'figger'******
You'll find our stuff is quite enough
To do a big job BIGGER!

*65 miles from our transmitter.
**Where the duck hunting is very fine, indeed.
***Great big engines for washing elephants and such.
****From "Oklahoma" for which we have no tickets, either.
*****Who ever heard of a flower buying anybody's beans?
******We will send you maps and all kinds of powerful selling arguments!

WTCN
1280 ON YOUR DIAL

MINNEAPOLIS-SAINT PAUL, MINNESOTA
FREE AND PETERS, *National Representatives*

Our Respects To

(*Continued from page 38*)

many years in the educational phase of radio. Her experience, however, has not been confined to education. As director of WMAQ under Bill Hedges, then WMAQ president and now station's vice-president of NBC, she had many "firsts" to her credit notable among them the first play-by-play broadcast of a major league baseball game. Although World Series games had been aired in 1924, Miss Waller's interview with William Wrigley Jr. led to the first play-by-play broadcast of a regular game in the spring of 1925. And her idea it was to describe the first running account of a football game, with the game between the University of Chicago and Brown University in 1924. Her station was the only one in Chicago to broadcast the inauguration of Coolidge, March 4, 1925, and prior to that it had been one of the few to broadcast the Democratic and Republican National conventions by land wire in 1924.

And Then NBC

Miss Waller also is responsible for booking such diverse radio programs as the first Chicago Symphony Orchestra broadcast and the debut of *Amos 'n' Andy*. On Dec. 4, 1928, Miss Waller authorized the first international broadcast when John Gunther, *Chicago Daily News* correspondent in London conversed with Hal O'Flaherty, then foreign news editor in Chicago, regarding the condition of the ailing King George V. The cost was merely $75 in toll charges, but it brought the wrath of AT&T down on her head because of a rule forbidding the broadcasting of telephone conversations.

When WMAQ joined NBC in 1931, Miss Waller became the network education director in the central division, she began to devote most of her time to education in radio. Since, in addition to the *Round Table*, she has been responsible for developing such programs as *Music & American Youth*, the *High School Studio Party*, presented in cooperation with the Radio Council of the Chicago Board of Education, *Student Opinion*, an ad lib discussion program for high school students, Parent-Teacher Association programs and the American Medical Association's series, *Doctors at Work*, and *Doctors at War*.

A native of Oak Park, Ill., Miss Waller attended Oak Park High School before becoming associated with the J. Walter Thompson Adv. Agency, Chicago. In 1922 she was asked by the *Chicago Daily News* to manage WMAQ, which it then owned. A comely, active woman who has always enjoyed good health, she indulges in no sports, considering herself a "career woman" wholly devoted to her work. She lives with her mother and sister in Evanston, Ill. Her hobbies are reading, photography, the theatre and music. Her only idiosyncracy: periodically firing her secretary, Mrs. Grace Neuwerth, who has been with her since 1925 and who consequently never pays any attention to her frequent "dismissals."

Personal NOTES

J. LEONARD REINSCH, managing director of WSB Atlanta, WIOD Miami and WHIO Dayton, Ohio, has been appointed to membership in the Allocations Committee of Panel 5 of the Radio Technical Planning Board.

JAMES BELLAMY, salesman of WSAI Cincinnati, has been inducted into the Marines.

G. RICHARD SHAFTO, general manager of WIS Columbia, S. C., has been named president of the Forest Lake Country Club and a director of the Columbia Kiwanis Club.

MERLE S. JONES, manager of KMOX St. Louis, has been appointed to represent radio on the newly organized St. Louis Food Industry Advisory Committee.

HARRY B. SHAW, sales manager of WSJS Winston-Salem, N. C., is the father of a girl.

HUGH B. TERRY, manager of KLX Denver, has been named to the governing board of the Denver Gyro Club.

ED KEMBLE, account executive of Don Lee Broadcasting System, Hollywood, has joined the Marines.

JOE SLAVSKY, account executive of KROW Oakland, Cal., is father of a boy.

REG BEATTIE, Toronto, has been appointed commercial manager of CHML Hamilton. For the past two years he has been an account executive at All-Canada Radio Facilities, Toronto.

VICTOR STAPLES, formerly commercial manager of CJOC Lethbridge, and of the commercial department of CKCK Regina, has joined the Toronto office of All-Canada Radio Facilities.

PERRY SEABORN, former treasurer of Northern Broadcasting & Pub. Co., Timmins, Ont., now with the RCAF overseas, has been promoted from flight lieutenant to squadron leader.

EARL B. SALMON on April 3 replaces Lawrence Hasbrouck on the Blue's spot sales staff. Mr. Salmon was formerly with Headley-Reed Co., New York, Joseph Hersey McGillvra Inc. and WOR Recording Service Inc.

IVOR KENWAY, special assistant to Edgar Kobak, executive vice-president of the Blue Network, on April 1 was to start a special assignment for the Blue's station relations department.

EDGAR KOBAK, executive vice-president of the Blue, described the growth of the network as an independent company since 1942, in an address before the Akron Rotary Club, Tuesday, March 29. Mr. Kobak, and the executives of six rubber companies were guests of honor at a cocktail party given by S. Bernard Berk, owner and operator of WAKR, Blue affiliate in Akron.

LT. PAUL KANE, formerly of the sales department of WIP Philadelphia, and Mady Kelly, former secretary of the station's program department, have been married.

H. W. (Bob) NICHOLS, manager of WHAI Greenfield, Mass., is the father of a boy.

Austin E. McCollough

AUSTIN E. McCOLLOUGH, 64, editor of the *Lancaster* (Pa.) *Intelligencer-Journal* died March 28 in St. Joseph's Hospital there after an illness of several years. Mrs. McCollough, the former Pearl E. Robinson whom he married in 1901, died in 1940, and their eldest son, J. Houston McCollough, political writer for the Philadelphia *Evening Bulletin*, died in 1942. Of seven children who survive, four are in newspaper or radio work. Clair R. McCollough, one of the survivors, is general manager of the Mason-Dixon Radio Group and chief owner of WGAL Lancaster.

Wrigley's New Post

PHILIP K. WRIGLEY, president of the Wm. Wrigley Jr. Co., Chicago, chewing gum manufacturers, resigned March 28 to become chairman of the board. Reasons for the resignation, announced at the annual meeting of stockholders last week, have been outlined in a letter sent to stockholders. It is understood that consideration for his health resulted in the move. The presidency of the company will be assumed by James C. Cox, who has been vice-president and treasurer, it was reported.

Sandwell to CBC Board

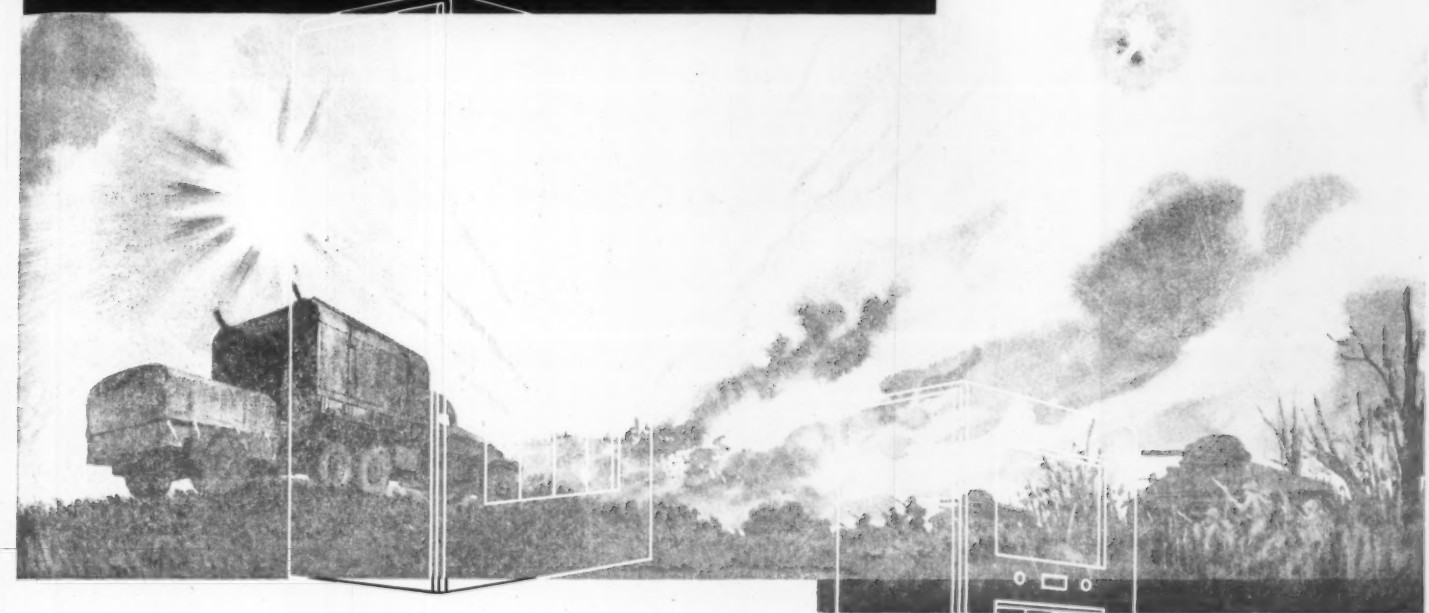
B. K. SANDWELL, editor of *Saturday Night*, Toronto weekly, has been appointed to the Board of Governors of the Canadian Broadcasting Corp. He attended the CBC board meeting at Ottawa March 27. Asked regarding rumors that he would take the place of board chairman Rene Morin, Montreal, he stated "there's nothing to it." Mr. Morin has been chairman of the board since early in the war, a member since shortly after the CBC was established in November 1936.

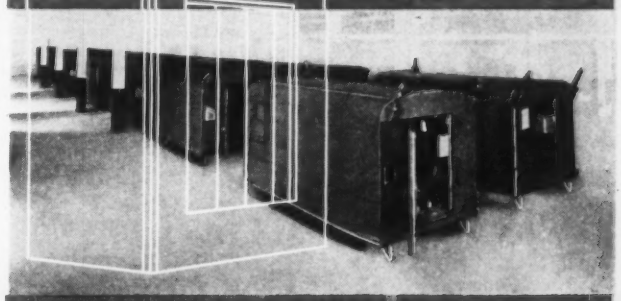
Beatty for Miles

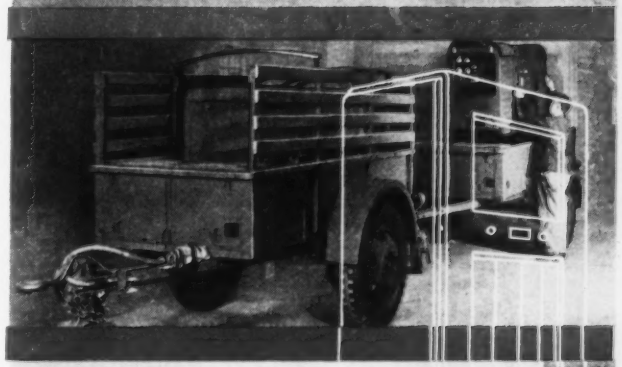
MORGAN BEATTY, NBC Washington commentator heard on Alka-Seltzer's *News of the World*, sponsored by Miles Labs., on April 3 replaces Carey Longmire on NBC's Monday through Friday 1:45 p.m. period, locally sponsored by 24 advertisers. Mr. Longmire, who was to make his last broadcast March 31, will leave shortly for an overseas assignment for the New York Post Syndicate.

U.P. gives you
"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

from the Smoke of War...







finer Radios for Peace

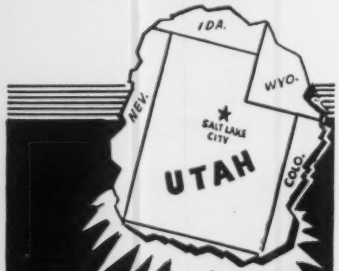
War's demands for better weapons have added mightily to the progress of radio. Here at Detrola we are in the forefront of it. Detrola engineers are giving their knowledge and experience to the perfection of new and finer electronic equipment. Detrola production workers are learning and employing new short cuts in the mass manufacture of quality products. Our work today is providing us with ideas for a great variety of postwar radio-electronic devices . . . and new ability to translate them into products of finest quality. *Every War Bond You Buy Helps Bring Victory Closer. Buy Another Today.*

DETROLA RADIO

DIVISION OF INTERNATIONAL DETROLA CORPORATION • BEARD AT CHATFIELD, DETROIT 9, MICH.

C. RUSSELL FELDMANN dr PRESIDENT

Reach the ACTIVE SALT LAKE MARKET



KDYL

Through UTAH'S NBC STATION

S. S. FOX, President
W. E. WAGSTAFF, Com. Mgr.

National Representative
JOHN BLAIR & CO.

BEHIND the MIKE

BILL STEWART, formerly of WOWO Ft. Wayne, and Carlton Beaudette, formerly with WLW Cincinnati, have joined the announcing staff of WCCO Minneapolis.

O. J. W. SHUGG, supervisor of farm broadcasts for Canadian Broadcasting Corp., Toronto, has resigned to return to private farming. He will do a monthly broadcast *From a Farmer's Bookshelf* for the CBC. He is succeeded by Harry J. Boyle, assistant supervisor of farm broadcasts, formerly of CKNX Wingham.

CY CAIRNS, formerly of CFQC Saskatoon, has joined CKRC Winnipeg as news editor and announcer.

AL LOEWEN, announcer of CKRC Winnipeg, has joined the RCAF to train as pilot.

MILTON BELL has joined CKWS Kingston as announcer.

DICK CHARLES, formerly in charge of recordings for the production department of the Blue Network, has been appointed producer-director of the Blue, replacing Robert Stevens who resigned to join Kenyon & Eckhardt's radio production staff in New York. James Sheldon, formerly assistant on recordings, has taken charge of recordings and John Mitchell, who has been night program secretary has replaced Mr. Sheldon. Ben Abbena of the guest relations staff is the new night program secretary.

WAYNE HENRY LATHAM, program director and war production manager of WSPR, Blue affiliate in Springfield, Mass., has been appointed a member of the local board of license commissioners.

GEORGE SACHS, assistant announcing supervisor of the Blue Network, was to be inducted into the Army April 1.

EMERSON COLE is a new member of the announcing staff of WICC Bridgeport, Conn.

DAVID CONNOR, announcer of WITH Baltimore, is the father of a girl.

CHARLES EDWARD BARNHART, continuity director of KMOX St. Louis, has been inducted into the Navy. John Sherman Chapman has joined the KMOX announcing staff. He formerly was with WHN WKAT WHBQ WNOX WCPO.

ROBERT LARRABURE, formerly of WBYN Brooklyn, and NBC international division, has joined the production and announcing staff of CBS shortwave division.

JAMES JEWELL, who operates his own producing agency, Jewell Productions, Chicago, resigned his duties with WBBM Chicago, effective April 1, to free-lance and to continue production of his Blue Network show, *Jack Armstrong*, for General Mills, Inc., Minneapolis (Wheaties). Hooper White, formerly program director of WKZO Kalamazoo, Mich., will replace Mr. Jewell at WBBM.

VIRGINIA ROWE, *N. Y. World Telegram* feature writer, has taken on an assignment with Hillman Periodicals to do radio dramatizations of *Movieland* Magazine, for distribution to radio stations. Hillman has also engaged Gladys Steiner, free-lance writer, to prepare broadcast material from its women's group of magazines.

LINDSAY MacHARRIE, formerly producer-director of the Blue, returns to the network's production staff April 10, after serving for a period as director of public relations for the Red Cross in Britain.

Col. Slater Retired

LT. COL. BILL SLATER, program m.c. and sportscaster, has been transferred to inactive service after two years with the Army Public Relations Branch in Washington. For the past year he has been narrator on the Blue network program *Army Service Forces Presents*. He will re-enter the commercial radio and other entertainment field. Before entering the army he specialized in football broadcast, handling Atlantic Refining Co. programs, and other sports programs for NBC and CBS.

BILL HOLMES, formerly news writer of Blue Hollywood, has joined KFI-KECA Los Angeles as producer. He replaces Sid Goodwin who joined the Blue production staff.

JAMES H. LEWIS, formerly of CBS Hollywood junior staff and now with the Army assigned to special staff section of headquarters, 13th AAF, has been promoted to captain.

HELENE STONE, formerly editorial assistant with Dartnell Corp., Chicago, and prior to that a control operator at WBEZ Chicago, has been appointed assistant to continuity chief of WJJD Chicago.

WARREN ANDERSON, formerly of KWID and KYA San Francisco, has joined KFRC San Francisco as announcer.

BOB LAWS, director of publications at U. of California and formerly a reporter on the *San Francisco News*, has succeeded Bob Wesson as promotion and publicity manager of KGO San Francisco. Mr. Wesson has been promoted to program manager.

CHARLES ROSS, announcer of KFSD San Diego, has joined KGFJ Los Angeles. Ed Kerz, formerly of WEMP Milwaukee, has also joined the KGFJ announcing staff.

RALPH L. POWER, Los Angeles radio counsellor is now editing *Micro-Topics*, bi-weekly house organ of Universal Microphone Co., Inglewood, Cal.

CAPT. HERBERT O. MORRISON, formerly of WCAE Pittsburgh, now stationed at Tinker Army Air Field, Oklahoma City, has been promoted to major.

JOHN BARRY, free-lance producer and writer, is now program manager of WAAB Worcester.

DR. J. M. COOPERSMITH, director of the WOR New York music library and copyright division, has returned from Dominican Republic where he made a three-month study of musical resources.

BILL WILLIAMS, former announcer on WAGE Syracuse, New York, has joined the announcing staff of WNEW New York.

EDWIN HALBERT, formerly of the announcing staff of WKEN Youngstown, O., has been named production manager of WIP Philadelphia. He succeeds Ronald Dawson, who has joined the producing staff of CBS New York.

AIME GAUVIN, newscaster of WHN New York, leaves for the Armed Forces April 7.

NAT ABRAMSON, manager of the entertainment bureau of WOR New York is setting up his own independent recording plant in Long Island City, N. Y., which he expects to have in operation by the first of July.

ALEXANDER D. NICOL, Blue Network controller, has been elected a member of the Controller's Institute of America.

RALPH BRASS, formerly on the announcing staff of WCOA Pensacola, Fla. and WBRE Wilkes-Barre, Pa., has joined the announcing staff of CBS, New York.

TRIO OF GIRLS work in the employ of WLW-WSAI Cincinnati. They are (l to r) Mrs. Nancy Lazarus, Jean Koop and Evelyn Overberg. All have studied journalism.

Mary Mason Leaves

NANCY OSGOOD, WRC Washington, producer directing the all-feminine program, *Now Is the Time*, will replace Mary Mason, director of the WRC *Home Forum*, on April 16, according to Carleton D. Smith, station manager. Miss Mason is to be married. She was at WRC eight years. Her radio experience dates back to 1927 and since that time she has been with major stations and networks producing, writing and performing in all types of programs.

Buffington to Navy

ALBERT B. BUFFINGTON of WBAL Baltimore, originator and patentee of *Quiz of Two Cities*, has been commissioned a lieutenant (jg) in the Naval Reserve, reporting for duty April 25 at Princeton U. His wife, Dorothy Rebasz, will take over the handling of the program at that time. Contracts have just been completed for the show with ten outlets (KFRC KHJ WOW KGKO WCCO WTIC WBEN WNAC KMOX KTRH) with sponsorship by Lambert Pharmacal Co., St. Louis, for Listerine, except on WCCO Minneapolis, where the sponsor will be Colgate - Palmolive - Peet, Jersey City, for Vel.

BILL BAILEY, promotion manager of KWTO Springfield, Mo., has entered the Navy.

MARTY GLICKMAN and Connie Desmond, sportcasters at WHN New York, have both been accepted for Naval service and are waiting call.

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

ALL NIGHT they are listening to WBAL in 22 Eastern states

Since W B A L has been on the air all night every night, even we at the station have had some surprises.

When we began to get mail—*including "cash enclosed" orders*—from 22 Eastern states we realized that W B A L was really blanketing the East from midnight to dawn.

Here's how we figure it out: There are a lot of people listening to the radio at different hours of the night—not only in the big industrial centers, but all through the country.

It happens that W B A L is one of the few stations that can be heard clearly in these "wee" hours—and one of the few who broadcast something worth listening to! It is the ONLY 50,000 watt station on the Atlantic seaboard outside of New York on the air all night, every night. And its ALL NIGHT STAR PARADE is building a fine audience—widely scattered, but huge in the aggregate.

The 22 Eastern states covered by W B A L at night have a population of more than 75 million. You need only reach a very small percentage of that number to make your advertising at W B A L's low midnight-to-dawn rates pay off in a big way.

Talk it over with the Petry representative.

WBAL
50000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

ALL NIGHT STAR PARADE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

BLUE NETWORK
SHOWS
+
NEWS
+
GOOD LOCAL
SHOWS
=
AUDIENCE

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK
STATION in
LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

Merchandising & Promotion

Record Library—BYMMA—Salvage Awards
Time Dial—RCA Booklet—WLW Decals

DEDICATED in behalf of the broadcasting industry and emphasizing radio's contributions to America in war and peace, KMBC Kansas City in its trade paper advertising has reversed the usual procedure of testimonials and is obtaining appropriate expressions of tribute from typical radio listeners throughout the "Heart of America", according to E. P. J. Shurick, promotional director of KMBC.

People from all walks of life are being interviewed to determine how radio has served their needs, such findings then being incorporated into KMBC's regular trade paper advertising space. First in the series consisted of a testimonial by Robert L. Mehornay, president of the Kansas City Chamber of Commerce. Second is to be a tribute from a typical shop girl.

* * *

Record Library

DESIGNED for use by CBS Western affiliates as aid on local programing problems, a transcription library of programs has been compiled at network's Hollywood headquarters. Under radio program clinic plan, conceived by Edwin Buckalew, CBS western division field manager of station relations, at least one requested recording with history and figures on that show, is being forwarded each week to Pacific Coast and Inter-Mountain affiliates. Upon completion of the current round-robin, new program ideas will continue to be transcribed for similar circulation.

* * *

BYMMA

AS A SUPPLEMENT to conference calls and personal letters to stations on audience promotion, Mutual is sending out a weekly news letter titled BYMMA (Between You and Me and the Mutual Audience). Letter will be used to disseminate ideas on promotion, to commend stations for good advertising and to request reports on network commercial accounts. Promotion material on network shows is included.

* * *

Salvage Awards

PAROCHIAL and public school winners of the Chicago wastepaper salvage contest were presented with awards by Edward J. Kelly, mayor of Chicago, on the BLUE Network *Breakfast Club*, March 25. The contest was conducted under the auspices of the Chicago Newspapers Publishers Association.

* * *

WSGN Signs

WSGN Birmingham, has set up the fifth in a series of window and counter display signs publicising its Blue Network programs. Now displayed in local dealer and grocery stores are two-and-three color signs sponsored by RCA, Philco, McKesson & Robbins, National Biscuit Co. and Van Camps Inc.

* * *

Winnebagoland Coverage

"COVERING Winnebagoland like a blanket," says the folder put out by WOSH Oshkosh. The folder shows a map of the area covered by the station and gives a chart of market data for "Winnebagoland". Station time rates and announcement rates are included on the back.

Listening Guide

THE newly organized Radio Council of the Omaha Area has issued a "Guide to Balanced Radio Listening," containing a list of recommended programs broken down according to various categories such as "War and Post-War," "Home Service," "Quiz" and others. Out of a total of 117 broadcasts listed, 15 are local shows, and the remainder network programs. A total of 6,000 copies have been issued. Purpose of the Council is to promote "civic interest by developing closer cooperation between local organizations and radio stations" and utilization of radio as an educational medium.

* * *

Elgin Oleo Boost

REVERSE plate blue and black folder has been released by the Yankee network telling the story of the Elgin Oleomargarine participation in the 8 a.m. edition of the *Yankee Network News*, Monday, Wednesday, Friday and Saturday over WNAC Boston and the entire Yankee network, "blanketing New England from Bangor to Bridgeport." Brochure has been sent to all grocers in the area. Elgin Oleo is a product of the B. S. Pearsall Butter Co., Elgin, Ill.

* * *

Time Dial

TIME evaluation dial of KWK St. Louis showing percentage of audience each of the four area stations must deliver at a given time to justify its rate has been sent out by KWK. The chart, based on one-time quarter-hour rates, is arranged to show the varying costs of radio time through the day, from 7 to 7. On the back of the card are letters from advertisers telling of the success of programs on KWK.

* * *

Hav-a-Snak

STUDIO AUDIENCES attending broadcast of Dr. Walter Eddy's Food and Home Forum at WOR (New York) theatre, receive a pre-broadcast snak of the sponsors' food or beverage which serves the dual purpose of placing the weary shop-goers in a receptive mood as well as making a studio display of sponsor's products more tactful.

* * *

KCKN Folder

TWO-COLOR folder issued by KCKN Kansas City reports on the reception of the station's "round the clock" service, which was inaugurated January 1, as "terrific". Titled "Burning the Candle at Both Ends", folder presents typical responses to the new service.

* * *

WPEN Stickers

TO CALL attention to key programs, Rhoda Otis, promotion director of WPEN Philadelphia, has devised a series of gummed stickers to be sent out on all outgoing mail. A different program is featured each week. Stickers bear the station's colors of blue and yellow.

RCA Tube Booklet

A COMPREHENSIVE "Tube Substitution Directory", designed to help radio dealers and service men use available tubes in place of hard-to-get types in servicing civilian radio receivers, has been published by the RCA through its Commercial Engineering Section, Harrison, N. J. The booklet suggests more than 2,000 substitutions. Copies of the directory are available for 10 cents through RCA distributors, or directly through the RCA Commercial Engineering Section, 596 South Fifth St., Harrison, N. J.

* * *

Window Display

PEGGY KILEY, WEEI Boston, marketing expert on *Food Fair Program* and also in charge of window displays, has completed arrangements with the S. S. Pierce Co. for showing of the *Food Fair* window exhibit. The display is now installed in the Copley Square store, where it will remain for three weeks. Display has a country fair theme.

* * *

KCMO Folder

THE "Golden Kansas City Market" where "millions of dollars are crossing the counters" is part of the drawing power presented in a blue and gold promotion folder released by KCMO Kansas City, basic Blue outlet for that area. Mailing-piece suggests "Put your money on the Blue" as "The Blue is your 'sure thing' radio bet" in Kansas City.

* * *

WLW Decals

DRUG trade relations department of WLW Cincinnati is furnishing more than 3000 drug stores in the WLW area with special decals giving the opening and closing hours for each store. Decals are printed in a four-color combination. On the bottom of each decal is the plug "We feature WLW advertised products."

ASSN. of National Advertisers will hold its semi-annual membership meeting at the Westchester Country Club, Rye, N. Y. May 1-3.

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

1 *Hatchery*

using

10 *Quarter-Hour Programs*

sold

61,415 *Chicks!*

over

KFEQ

ST. JOSEPH, MISSOURI BLUE NETWORK 5000 WATTS - 680 Kc.

If you want a farm station reaching down-to-earth farm listeners in Missouri, Kansas, Iowa and Nebraska—use KFEQ—the Mid-west Market Station—with a background of more than 21 years of Farm Market Service!

Thirty-four farm accounts are reaching this Farm Audience NOW with regular schedules on KFEQ . . . for availability data on the outstanding Missouri Valley Farm Station call the . . .

HEADLEY-REED COMPANY

New York Chicago Detroit Atlanta San Francisco

For Complete Result Story—Write KFEQ

New Gardner V-Ps

GARDNER ADVERTISING Co., St. Louis, has announced the election of four vice-presidents: Mrs. Bea Adams Mecchella; L. C. MacGlashan; Rudolf Czufin and Merle R. Fuller. Mrs. Mecchella joined the Gardner agency in 1935, after previous experience as fashion editor of the *St. Louis Star-Times*. Mr. MacGlashan was formerly with Sherman K. Ellis, J. Sterling Getchell and Lord & Thomas. Mr. Czufin has been Gardner art director. Mr. Fuller was an account executive.

ED CASHMAN, production contact of Foote, Cone & Belding, New York, is in Hollywood for three weeks to audition programs and look over available talent for summer replacements.

Radio Robberies

BROADCASTS to nearly 185,000 Chicago public school students in 3,900 classes have been seriously impaired lately due to burglaries of school radio receivers as well as loss of other sets through obsolescence, according to George Jennings, acting director of the Radio Council of the Chicago Public Schools. Burglaries, attributable to vandalism because of the ready market for radio sets, are so increasing in some districts, Mr. Jennings reported, that school principals are hesitating to seek replacements. Many of the stolen sets were wired for FM, which enables the schools to hear the board of education's recently established FM station, WBEZ.

NO "LARD" IN GREASY CREEK (Ky.)!

We'll leave it to your imagination about the sales gravy in Greasy Creek (Ky.)—and in the hundreds of other little communities that WAVE doesn't cover! But Kentucky does have one big concentrated metropolitan market. And it—the Louisville Trading Area—chalks up more retail business than all the rest of Kentucky combined! WAVE *covers* the Louisville Trading Area. *No other NBC station does!* You can skim off most of the nourishment, and throw the rest away, when you use WAVE!

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

NEW GRANT BRANCH IN MIAMI UNDER DEY

JOHN A. DEY, vice-president of Grant Advertising, Chicago, has been appointed to direct the activities of the new branch office opened by the agency in Miami, Fla., as well as the Grant Carribean division which has been increased to a total of seven branch offices with the acquisition on April 1 of Monroe Advertising, 25-year-old Havana, Cuba agency, and the Caracas, Venezuela offices of Publicidad Inter-Americana, Latin American agency.

Mr. Dey

Will C. Beach has transferred from his position as art director of Grant Advertising in New York to direct art work for the Miami branch. Don B. Ransburg, account executive for the Grant Chicago office, has also transferred to Miami.

Mr. Dey, who has been elected president of the Miami Advertising Club, was formerly with Pan American Airways for five years as advertising manager of the eastern division, and prior to that was on the staff of the *Miami Herald* and the *Miami Daily News*. He published his own newspaper in Millburn, N. J. in 1933.

Publicidad Inter-Americana, Havana, has been named Cuban representative of National Export Advertising Service, New York, which is represented in seven additional Latin American countries. Publicidad has been handling press advertising for National Export, and now takes on radio and other media as official associate of the agency. Cuban advertising on Dr. Sloan's liniment, Richard Hudnut, Carter Products and other National Export accounts will be handled through Publicidad.

Award Goes to CBS

CBS will be awarded the 1944 Scroll of the Pan American Colombista Society on Pan American Day, April 14. Presentation will be made to Edmund A. Chester, director of Latin American relations, and in absentia to William S. Paley, now overseas with the Office of War Information. The honor goes to CBS "for activities in promoting the welfare of the peoples of the New World", through its Network of the Americas. Organization, with headquarters in Havana, was formed to further inter-American understanding and to perpetuate the memory of Christopher Columbus.

H-S-B Names Three

WITH appointment of Hassell W. Smith as general manager, Hillman-Shane-Breyer, Los Angeles agency, on April 1 added Sally Martin as publicity director. Formerly associated with several Southern California magazines, she succeeds Eileen Holbein who has been named fashion director. Mrs. Margaret Lambert, formerly associated with NBC New York public relations and research departments, has also joined the radio division of the Los Angeles agency.

GLANCING OVER the contract which gave largest block of time on KPO San Francisco, to the Kay Jewelry Co. of Oakland are Carl Nielsen (l), KPO account executive, and Sidney Garfield (r), president of Garfield & Guild Advertising agency, San Francisco. Contract not only renews sponsor's thrice-weekly one hour evening show of transcribed music but also calls for an additional three nights.

Educators Elect

OFFICERS of the Assn. for Education by Radio for the coming year, recently elected by mail ballot, are: president, I. Keith Tyler, director of radio, Ohio State U., Columbus, O.; vice-president, Luke Roberts, KOIN Portland; second vice-president, Robert Hudson, Rocky Mountain Radio Council, Denver; secretary, Elizabeth Goudy, U. S. Office of Education; treasurer, George Jennings, acting director of the Radio Council, Chicago Public Schools. Installation of the new officers will take place at the meeting of the Institute for Education by Radio, Columbus, O., May 5-8.

John P. Patterson

JOHN P. PATTERSON, president of Norris-Patterson, Canadian agency, died suddenly at Miami, Fla., on March 21, while recuperating from a heart ailment. Starting in the business department of the *Toronto Mail & Empire* about 50 years ago, he joined Woods-Norris advertising agency at Toronto in 1911, and two years later the agency's name changed to Norris-Patterson. He is survived by his widow, a sister and a brother.

New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on WSAY

—*if the network they are on cannot furnish coverage here*

WSAY

ROCHESTER, N. Y.

MUTUAL OUTLET

THIRD LARGEST MARKET in the COUNTRY'S GREATEST STATE

ON 9 OUT OF EVERY 10

Today 9 out of every 10 American military planes have Western Electric equipment aboard. Supplying Command Sets by the tens of thousands to keep pilots in touch over every front has been a vast and intricate production job.

But that is just one part of Western Electric's war work. Add to it radio transmitters and receivers for many other uses, mikes, headsets, crystals by the millions and scores of other items for the Army, Navy, Marine Corps and Coast Guard.

Then you will begin to understand why Western Electric is today *the nation's largest producer of electronic and communications equipment for war.*

Buy War Bonds regularly—all you can!

75TH ANNIVERSARY

Western Electric

ARSENAL OF COMMUNICATIONS EQUIPMENT

ARMY E NAVY

Agencies

ROBERT BUECHNER, former account executive of N. W. Ayer & Son, New York, has been appointed assistant account executive of BBDO New York. Jeanne E. Avery, formerly on the announcing and script writing staff of WHCU Ithaca, New York, has joined BBDO, as a radio commercial writer.

WINTHROP HOYT, formerly president of Charles Hoyt Co., New York, now on leave with the armed forces, has been promoted to major. Now intelligence officer of the heavy bombardment group, he will be assigned to overseas duty shortly.

FEDERAL Adv., New York, is conducting a 15-week course on media, radio, art and layout, and other agency operations for its employes.

ROY S. DURSTINE Inc., New York, has moved from 580 Fifth Ave., to 730 Fifth Ave. in New York. Telephone number is Circle 6-1400.

HUGH HORLER, radio director of MacLaren Adv. Co. Winnipeg, has been transferred to the radio department of the head-office of the company at Toronto.

KOLLIN Advertising, San Francisco, has moved its southern California office to 530 W. 6th St., Los Angeles. Thomas J. McNamara, formerly with J. Walter Thompson, San Francisco, has joined Kollin as account executive.

FRANK WRIGHT, marketing consultant, has announced the opening of new offices at 681 Market St., San Francisco. Phone is Exbrook 3883.

MARY FURLONG MOORE, publicity director of S. Duane Lyon Inc. has announced the opening of her own public relations offices at 11 E. 48th St., New York. Phone is Plaza 3-3882. She will specialize in food and industrial accounts.

JACK THOMPSON, who headed his own investment business in Kansas City, has joined Little & Co., Los Angeles agency, as copy writer. Evelyn Oliver, formerly of Warwick & Legler, New York, has joined the Los Angeles firm as office manager. She succeeds Alice Walsh who resigned to establish her own agency at 412 W Sixth St., Los Angeles.

Palmer to K & E

FRANK PALMER, who handled spot time buying for Benton & Bowles New York, has been appointed radio timebuyer for Kenyon & Eckhardt, New York. Wilson Shelton and Harry Dodsworth have joined K&E's copy staff. Mr. Shelton was formerly on the copy staff of BBDO Minneapolis, and previously with the Biow Co. in a similar capacity. Mr. Dodsworth was formerly on the copy staff of Ruthrauff & Ryan, New York. Shirley Wolfson, formerly in the regional radio office of the War Food Administration, New York, has joined K&E's publicity department.

SGT. FRANK O'CONNOR, producer of the transcribed *Melody Roundup* and assigned to Armed Forces Radio Service, Los Angeles, is father of a girl.

DAVE TAYLOR, Hollywood producer of Foote, Cone & Belding, has been placed in charge of all regional network shows for western clients of the agency.

MARY DWYER, formerly radio estimator of Pedlar & Ryan & Lusk, New York, has been named assistant spot timebuyer of the agency. Before joining Pedlar & Ryan, Miss Dwyer was radio estimator for Ruthrauff & Ryan, New York.

WOODY KLOSE, former director of daytime radio for Young & Rubicam, New York, has resigned to devote fulltime to his dairy farm in Dutchess County, New York.

WILLIAM L. SHINNICK, former account executive for General Foods Corp. at Benton & Bowles, Inc., New York, has joined the overseas branch of the Office of War Information. He will serve in the Asiatic theatre.

G. T. SWEETSER, formerly advertising executive of *Esquire* and *Apparel Arts*, and previously in the retail business, has joined Abbott Kimball Co., New York, as executive vice-president.

ARTHUR D. OSBORNE, formerly of Calkins & Holden, and the G. M. Basford Co., New York, has joined the writing staff of McCann-Erickson, New York.

JOHN F. BARRY, film executive, has joined Young & Rubicam, New York, as head of its newly created Motion Picture Division. Y & R will expand into the television field through the new division, with plans to start a television program on W2XWV, Allen B. DuMont Labs. station sometime in May. Formerly president of Minoco Production, Mr. Barry served for 17 years as a distribution and exhibition executive of Paramount Pictures.

AL PAUL LEFTON Co., Philadelphia, has opened a Washington office at 601 Thirteenth St. N.W., to maintain closer contacts for its clients in the Capital. In charge of the new office is Col. Charles M. Piper, who is a vice-president of the agency. He joined Lefton after two years on the Industry Council of the Office of Price Administration. He was formerly with Goodyear Tire & Rubber Co., and general sales manager of Fiske Rubber Co. The Lefton Agency has branch offices in New York, Chicago and Hollywood.

MAXWELL J. HUNTER has resigned as vice-president and San Francisco manager of Simpson-Reilly Co. to join Duncan A. Scott & Co., San Francisco.

CARL D. DENNIS Jr. has been appointed assistant to the president of Cockfield Brown & Co., Montreal. He joined the agency in 1939, and was formerly Montreal manager of Lord & Thomas of Canada.

HAL BYERS, WCCO Minneapolis newscaster, has joined BBDO, Minneapolis as radio director.

ESSANAY ELECTRIC MFG. Co., Chicago, has named McDonald-Cook's Chicago office to handle its account.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

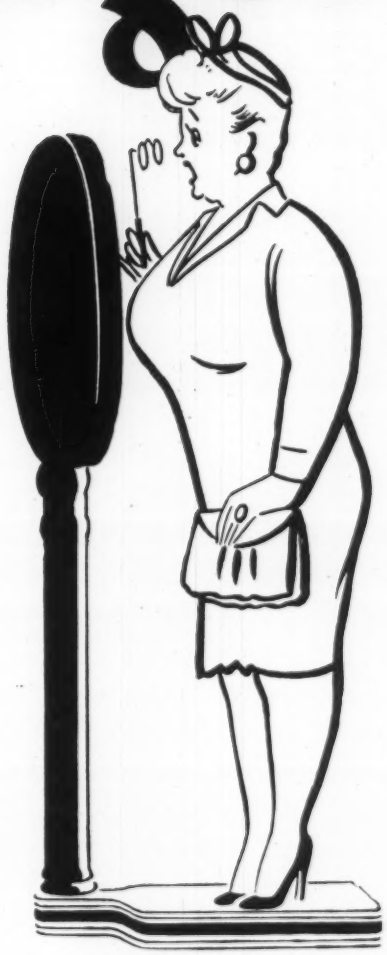
representing

KTHS	Hot Springs, Ark.
KWKH	Shreveport, La.
KTBS	Shreveport, La.
WCPO	Cincinnati, Ohio
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KTBC	Austin, Texas
KRIC	Beaumont, Texas
KRIS	Corpus Christi, Texas
KRLD	Dallas, Texas
KXYZ	Houston, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

THERE'S NOT ANOTHER LIKE IT!

DIRECT ROUTE TO AMERICA'S No. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by: WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco and Hollywood

Larger than you think!



135,980!

COLUMBUS, GA.

MADISON, WIS.
HAMILTON, O.
COLUMBIA, S.C.
MONTGOMERY, ALA.
CORPUS CHRISTI, TEX.
JACKSON, MISS.
AUSTIN, TEX.
MACON, GA.
KALAMAZOO, MICH.
GALVESTON, TEX.
AUGUSTA, GA.
DURHAM, N.C.

● Columbus, Ga., has *really* put on weight. Its percentage gain of civilian population (22.2%)*, is one of the largest of any American City. Not boom growth, either —but *permanent!* Columbus is listed (BROADCASTING, Jan. 17th) as one of the cities most likely to retain its war growth. In addition, Columbus offers the plus bonus of Fort Benning, world's largest permanent infantry school. This new *major* market is best covered by WRBL, which Hooper shows has *2 out of 3* Columbus listeners.

* *Bureau of Census report on changes in Civilian Population of Metropolitan Counties, 11-1-43.*

WRBL

2 out of 3

INDEX	WRBL	Station "B"	Station "C"
8:00 A. M.—12:00 Noon Monday thru Friday	66.5	30.2	3.0
12:00 Noon—6:00 P. M. Monday thru Friday	65.6	27.0	7.4
6:00 P. M.—10:00 P. M. Sunday thru Saturday	72.6	16.7	6.8

HOOPER Survey of the Fall of 1943 proves that WRBL has 2 out of 3 Columbus Radio listeners.

COLUMBUS, GEORGIA . . . . . Represented by Spot Sales, Inc.

Why Does A Chicken...

WHY does a hen like Earl May's Sarah (below) produce over 300 choice eggs a year, while *average* hens do well to equal 90?

EARL MAY of KMA

"It's pedigree—or history—that counts", Earl May will tell you. And his answer would be exactly the same if you asked him, "How does KMA, a 5000-watt regional in a small town, outpull most 50 kilowatt metropolitan stations?"

The KMA pedigree dates back to August, 1925. Its choice regional frequency of 960 kilocycles, the unusually good soil conductivity of the area, and its smart, rural programming—have all made KMA one of the nation's outstanding sales producers.

Though it has a full line-up of Blue Network commercials, and carries some top Mutual commercials, too, KMA devotes 70% of its broadcasting time to the specific needs of its audience. These tested programs can do a job for you—if you want a *big* job.

Get the facts in the KMA "Complete Mail Study". Call your nearest Free & Peters office—today.

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA.

Radio Advertisers

DURKEE-MOWER Inc., Lynn, Mass. (cocoa), on April 10 begins participation on the 12:15 p.m. edition of *Yankee Network News*, thrice-weekly, over WNAC Boston and the entire Yankee network. Suffolk Cooperative Federal Savings & Loan Assn. has renewed five-minute *Salute to Savers*, Thursdays and Saturdays, on WNAC. Agency is Bresnick & Solomont, Boston. Beverwyck Breweries on April 17 begins sponsorship of the 11 p.m. edition of *Yankee Network News*, Monday through Friday, over WNAC and the entire Yankee network. Agency is Peck Co., Boston.

SACHS QUALITY FURNITURE Co., New York, in March started sponsorship of *Wake Up! America*, weekly half-hour forum on WMCA New York. Program is heard live on WMCA and as a transcription on more than 170 stations. Business placed direct.

SUPPLEE-WILLS-JONES MILK Co., Philadelphia, has scheduled a special series of eight quarter-hour Jewish programs on WDAS Philadelphia in the interests of its dairy products being made available during the Passover holidays. With each program featuring an outstanding local cantor, the series was launched on March 21, continuing until April 6, from 8:45 to 9 p.m. The special campaign was placed by N. W. Ayer & Son, Philadelphia.

MAJESTIC RADIO & TELEVISION Corp., Chicago, last week opened its first consumer advertising campaign with a column feature scheduled to appear twice monthly in key metropolitan newspapers. Ranking of the first 15 nighttime programs based on the Hooper Radio Reports fortnightly will be published in a panel titled, "The Standings of the Stars," together with radio news items, service hints and discussions of post-war radio. Foote, Cone & Belding, Chicago is agency.

WARD BAKING Co., New York, starts thrice-weekly sponsorship of Alois Havrilla's 7 a.m. AP news program on WOR New York April 3 under a 13-week contract placed through J. Walter Thompson Co., New York.

GARGOYLE Co., Milwaukee, Wis. (coffee), has named Calkins & Holden, Chicago, to handle advertising. Radio is not planned at present.

FURNITURE RETAILERS Assn. of Southern California, Los Angeles, in an institutional campaign which starts April 10, will sponsor a 25-minute program of transcribed music on KMPC Los Angeles. Featured each week is an address by a representative of allied business organizations. Contract is for 52 weeks. Allied Advertising Agencies, Los Angeles, has the account.

ENTZ & RUCKER HARDWARE Co., Los Angeles, on April 1 started sponsoring a weekly half-hour program of household and gardening tips, *Hubby's Hobby*, on KHJ Hollywood. Contract is for 26 weeks. Firm in addition is sponsoring a total of 50 spot announcements during that period to promote program. Henry W. Welch Adv., Los Angeles, has the account.

JIM DOLAN, Los Angeles (used car dealer), new to radio, on March 23 started sponsoring a local schedule using 4 spot announcements daily on KFAC KMTR with 3 per day each on KRKD KPAS KIEV KGFJ. Contracts are for 4 weeks. Allied Adv. Agencies, Los Angeles, has the account.

LITTLE & Co., Chicago (Kwik-Dri spinach), has appointed Gourfain-Cobb Adv. Agency, Chicago, to handle advertising. Radio plans have not been announced.

JUSTER Bros., Minneapolis men's clothiers and radio advertiser for more than 20 years, has begun a men's style quiz with merchandise awards on KSTP Minneapolis, as part of the three-weekly newscast sponsored by the concern on that station. Quiz is conducted by P. B. Juster.

CONNECTICUT COMMERCIAL Travelers, New Haven, Conn. (insurance), has placed its advertising account with Hammer Adv. Agency, Hartford. Plans for radio are said to be included.

SCHOLL MFG. Co., Toronto (foot appliances) in April starts spot announcement campaign on 11 Canadian stations. Account was placed by F. H. Hayhurst Co., Toronto.

DEPT. of FINANCE, Ottawa (Sixth Victory Loan) on April 10 starts 24 five minute recordings *Heroic Deeds of Canada's Armed Forces Personnel* on 73 English-language Canadian stations. Recordings will run on staggered schedule before and during Victory Loan drive, ending May 10. Account was placed by the War Finance Group, Advertising Agencies of Canada, Toronto.

IMPERIAL TOBACCO Co., Montreal (cigarettes) on March 27 started *Stand By for Adventure* recorded quarter-hour program twice weekly on 25 eastern Canadian stations. Account was placed by Whitehall Broadcasting Co., Montreal.

ROE FARMS MILLING Co., Atwood, Ont., (farm feeds) has started daily newscasts, weekly musical and feature programs on CKNX Wingham and CJCS Stratford. Account is placed by Ronalds Adv. Agency, Toronto.

LYMAN AGENCIES, Montreal (Tintex dyes) has started participating programs on a number of Canadian stations. Agency is Ronalds Adv. Agency, Toronto.

WESTMINSTER CANNERS, New Westminster, B. C. (pork and beans) has started *Hollywood Radio Theatre* weekly on CKWX Vancouver. Account was placed by Cockfield Brown & Co., Vancouver.

ADAM HATS, New York, will sponsor the Fritzi Zivic and Freddie Archer boxing match exclusively on WHN New York, March 29 in Elizabeth, New Jersey. Agency is Glicksman Adv. Co., New York.

CITIZENS NATIONAL BANK, Los Angeles (institutional), on March 30 starts sponsoring a weekly half-hour round-table discussion, *The Citizens Forum*, on KNX Hollywood. Contract is for 52 weeks. Agency is Hixson-O'Donnell Adv., Los Angeles.

GOLDEN GATE DAIRIES, San Francisco (milk), has begun sponsorship of a 5-weekly quarter-hour program *Through A Woman's Eyes* on KPO San Francisco. Length of contract was not revealed. Agency is BBDO, San Francisco.

QUAKER OATS Co., Chicago (breakfast food), on March 20 renewed sponsorship on WMAQ Chicago of the five minute news period Mondays through Fridays featuring Clifton Utley, commentator. Contract is for 52 weeks. Agency is Ruthrauff & Ryan, Chicago.

AIRPORT GROUND SCHOOLS, Hollywood (technical training), on March 20 started sponsoring a six-weekly quarter-hour recorded musical program on four Los Angeles area stations. List includes KIEV KGFJ KRKD KFVD. Contracts are for 52 weeks. In a thirty-day test for its correspondence course, group on April 1 started sponsoring similar daily program on KSAN San Francisco; KMYR Denver; XEMO Tia Juana, Mex. Agency is Dean L. Simmons Adv., Hollywood.

RUN-PROOF Mfg. Co., Chicago (Run-Proof hosiery), has appointed Charles Edson Rose Co., Chicago, to handle its advertising. Radio is not contemplated at the present.

Stedman Is Named By Home Products

Will Direct Advertising With Hazelrigg Publicity Head

IN A MOVE to integrate the advertising, public relations and publicity activities of its member companies, American Home Products Corp., New York, has created the new posts of director of advertising and director of public relations.

William M. Stedman has been placed in charge of advertising, heretofore directed by the advertising plans board headed by H. W. Roden, who resigned the chairmanship to head the newly-formed Food Division. Hal W. Hazelrigg is public relations head.

Stedman's Background

Mr. Stedman, formerly associate director of the plans board, was previously coordinator of advertising for R. H. Macy & Co., New York department store. Prior to that, he was New York manager of George Harrison Phelps Inc., advertising agency. Mr. Hazelrigg was formerly chief of the national section of the Office of Civilian Defense; assistant Sunday editor and feature writer, *New York Herald Tribune;* and editor for Scripps-Howard newspapers.

A wide expansion of American Home's public relations program was forecast by Walter F. Silbersack, executive vice-president and general manager. This includes more closely integrated stockholder relations; post-war employe relations and a speaker's bureau and program service. Last year's total advertising expenditure of nearly $11,000,000 is expected to be exceeded in 1944, he said.

ESQUIRE BOOT POLISH, a new shoe polish product of Knomark Mfg. Co., Brooklyn, will be introduced on a six-times weekly quarter-hour sports program featuring Steve Ellis on WMCA New York April 3. Contract for 26 weeks placed through Consolidated Adv., New York.

TED HUSING, sportscaster, will handle in its entirety the CBS broadcast of the Kentucky Derby, May 6. Sponsor is Gillette Safety Razor Corp. Agency, Maxon Inc., Detroit.

GOLD . . . and the San Francisco Market

Back in the days of the Forty-niners, San Francisco grew into a great western market . . .

And it's never stopped growing. Though ships and planes and trains and modern industry have replaced the covered wagon and the placer pan, economically, San Francisco still rides high, wide and handsome—flushed with the greatest prosperity in its colorful history.

Employment is up 91%; payrolls have increased 164% since last year. Retail sales have gained 22% over 1942; carloadings are up 24%.

Yes, San Francisco is an essential market for American business . . . and KPO is the essential station for advertising in that market.

Thar's gold in them thar hills.

KPO—SAN FRANCISCO
One of Eleven Essential Stations
in Eleven Essential Markets
Represented by NBC Spot Sales

Today, in business, as in living, *essential* things come first. Here's why these eleven stations are *essential* to you—essential to your coverage of the *biggest, most prosperous* markets in the U. S.:

1. They broadcast to 55% of the radio homes in the country.
2. They are in markets whose buying power is 34.2% higher than the nation's average.

Essential? Yes, indeed. These eleven stations are essential to American business for its sales—both now and in the postwar period.

KPO—SAN FRANCISCO

WEAF—New York	WGY—Schenectady
KYW—Philadelphia	WBZ-A—Boston-Springfield
WRC—Washington	WTAM—Cleveland
KOA—Denver	WOWO-WGL—Fort Wayne
WMAQ—Chicago	KDKA—Pittsburgh

NBC SPOT SALES
A SERVICE OF RADIO CORPORATION OF AMERICA

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KFRC San Francisco

Italian Swiss Colony, San Francisco (wines and vermouth), 3 *sp* weekly, 52 weeks, thru Leon Livingston Adv. Agency, San Francisco.
Murine Co., New York, 5 *ta* weekly, 13 weeks, thru BBDO, N. Y.
Weinstein Co., San Francisco (department store), *sp* weekly, 26 weeks, direct.
Piso Co., Memphis (cough syrup), 3 *t* weekly, thru Lake-Spiro-Shurman, Memphis.
Valleyford Creameries, Valleyford, Cal. (frozen foods), 4 *sa* weekly, direct.
Modern Appliance Co., San Francisco (frozen foods), 3 *sa* weekly, 13 weeks, thru Allied Adv. Agency, San Francisco.
Fontana Food Products Co., San Francisco (macaroni), *sp* weekly, 13 weeks, thru Long Adv. Service, San Francisco.
San Francisco Brewing Corp., San Francisco, 3 *ta* weekly, 52 weeks, thru Emil Reinhardt, San Francisco.
Mutual Benefit, Health & Accident Assn., San Francisco (insurance), 5 *sa* weekly, 13 weeks, thru B-T Advertising Service, San Francisco.

WHO Des Moines

Manhattan Soap Co., New York (Sweetheart Soap), *ne* weekly, 52 weeks, thru Franklin Bruck Adv. Corp., N. Y.
Standard Oil Co. of Ind., 3 *ta* weekly, 26 weeks, thru McCann-Erickson, Chicago.
Luden's Inc., Reading, Pa. (cough drops), 5 *sa* weekly, 26 weeks, thru J. M. Mathes Inc., N. Y.
Grove Labs., St. Louis (Groves B-Complex), 3 *ta* weekly, 5 *sp* weekly, 52 weeks, thru Russel M. Seeds Co., Chicago.

WLS Chicago

Old Ben Coal Corp., Chicago, 5 *t* weekly, direct.
Spring Hill Nurseries Co., Tippecanoe City, O., *sp* weekly, thru Leo Boulette Agency, Three Rivers, Mich.
Swift & Co., Chicago (Sunbrite Cleanser), 5 *sa* weekly, 13 weeks, thru Needham, Louis & Brorby, Chicago.
Cleveland Cleaner & Paste Co., Cleveland (Walvet wallpaper cleaner), 5 *sa* weekly, thru Bayless-Kerr Co., Cleveland.

KINY Juneau, Alaska

Alaska Fed. Savings & Loan Assn., Juneau, 6 *sp* weekly, 52 weeks, direct.
Columbia Lumber Co., Juneau, 3 *sp* weekly, 52 weeks, direct.
Binyon Optical Co., Seattle *sa* thru Ruthrauff & Ryan, Seattle.
Avoset Inc., San Francisco, *ta*, 52 weeks, thru Botsford, Constantine & Gardner, San Francisco.
Standard Oil Co. of Cal., San Francisco, *ne* daily, 52 weeks, thru BBDO, San Francisco.
Union Oil Co., Los Angeles, *sp*, 6 *t* weekly, 52 weeks, thru Foote, Cone & Belding, Los Angeles.
Blue Ribbon Books, N. Y., 6 *sp* weekly, 13 weeks, thru Northwest Radio Adv. Co., Seattle.
Alaska Steamship Co., Seattle, *ne*, 6 *t* weekly, 52 weeks, thru Beaumont Hohman Inc., Seattle.
R. J. Reynolds Tobacco Co., Winston-Salem (Camels & Prince Albert), 39 *sa*. thru Wm. Esty & Co., N. Y.
Kraft Cheese Co., Chicago, *sp*, *sa*, 52 weeks thru J. Walter Thompson Co., Chicago.

WIND Chicago

John Puhl Products Co., Chicago (Fleecy White bleach), 24 *sa*. thru Roche, Williams & Cunnyngham, Chicago.
Jules Chain Stores Corp., Gary, Ind., 62 *sa*, direct.
K. Arakelian Inc., Chicago, *sa*, 26 weeks, thru M. J. Jacobs Inc., N. Y.
Universal Motors, Chicago, *sa*, 26 weeks, thru United Broadcasting Co., Chicago.
Block Drug Co., N. Y. (Dentu-Grip capsules), 260 *sa*, thru J. Walter Thompson Co., N. Y.
Prima-Bismarck Brewing Co., Chicago, 5 *sp* weekly, 52 weeks, thru Newby, Peron & Flitcraft, Chicago.
P. Lorillard Co., N. Y. (Old Gold cigarettes), 3 *sp*, thru J. Walter Thompson Co., N. Y.
The Walgreen Co., Chicago, 3 *sp*, thru Schwimmer & Scott, Chicago.
Pepsi-Cola Bottling Co., N. Y., 42 *sa* weekly, 52 weeks, thru Newell-Emmett Co., N. Y.
Pilsen Brewing Co., Chicago, *sp*, thru E. H. Brown Advertising Agency, Chicago.
Consolidated Biscuit Co., Chicago, *sp*, thru McJunkin Advertising Co., Chicago.

WABC New York

Twentieth Century Fox Film Corp., New York, 3 *sp* weekly, thru Kayton-Spireo Co., N. Y.
Seeman Bros., N. Y. (Air Wick kitchen deodorant), 3 *sa* weekly thru William H. Weintraub & Co., N. Y.
New York Telephone Co., New York, 5 *ne* weekly, thru BBDO New York.
Musterole Co., Cleveland, 3 *sa* weekly thru Erwin, Wasey & Co., N. Y.

KYW Philadelphia

Little Crow Milling Co., Warsaw, Ill. (Coco-Wheats), 5 *sa* weekly, thru Rogers & Smith, Chicago.
Esslingers, Philadelphia (beer), *sp* weekly, 52 weeks, thru James G. Lamb, Philadelphia.
Griffin Mfg. Co., Brooklyn, N. Y. (shoe polishes), 6 *sp* weekly, 52 weeks, thru Bermingham, Castleman & Pierce, N. Y.
Standard Brands, New York (Fleischmann's Yeast Tablets), 15 *sa* weekly, 26 weeks, thru Kenyon & Eckardt, N. Y.
Lever Bros. Co., Cambridge, Mass. (cooking products), 4 *sa*, 8 *ta* thru J. Walter Thompson, N. Y.
John & Johnson, New Brunswick, N. J. (Baby Powder and surgical dressings), 5 *ta*, 2 *sa* weekly, 13 weeks, thru Young & Rubicam, N. Y.
General Baking Co., New York (Bond Bread), 6 *sa* weekly, 13 weeks, thru Ivey & Ellington, Philadelphia.
Atlantic Syrup Co., Philadelphia (Quaker Maid Syrup), 3 *sa* weekly, 13 weeks, thru Bertram May, Philadelphia.

WOR New York

Ward Baking Co., New York (Tip Top Bread), 3 *ne* weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.
Armour & Co., Chicago (Chiffon Soap Flakes), *sa*, 52 weeks, thru Foote, Cone & Belding, Chicago.
Hart Mountain Products, New York (Bird Food, Dog Yummies), weekly *sp*, 13 weeks, thru George H. Hartman & Co., Chicago.
Isbrandtsen-Moller Co., New York ("26" coffee), 5 *sa* weekly, 26 weeks, thru Cowan & Dengler, N. Y.

WFIL Philadelphia

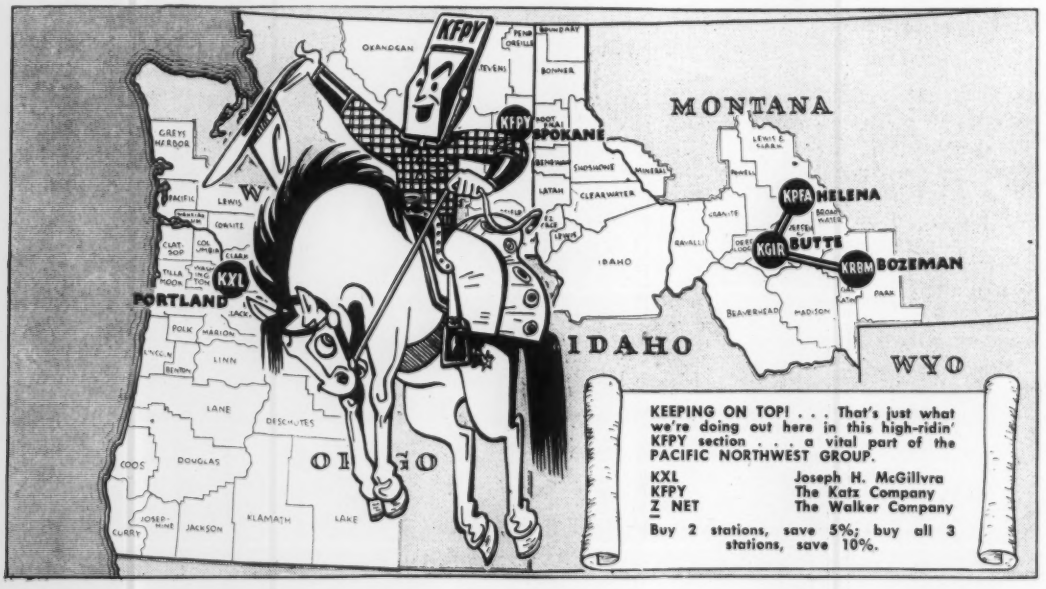
Skinner Mfg. Co., Omaha (Skinner's Raisin Bread), 6 *t* weekly, thru Ferry-Hanly, Kansas City.
Loew's, Inc., New York (M-G-M movies), *sa* weekly, 52 weeks, thru Donahue & Coe, N. Y.
Adam Hat Stores, New York (hats), 6 *ta* weekly, thru Glicksman Adv., N. Y.
Morris Wax Shoe Store, Philadelphia (Foot Comfort Shoes), 6 *sa* weekly, thru H. M. Dittman, Philadelphia.

KFI Los Angeles

Forest Lawn Memorial Park Assn., Glendale, Cal. (cemetery), 5 *sp* weekly, 52 weeks, thru Dan B. Milner Co., Los Angeles.
Helms Bakeries, Los Angeles (home delivery service), 10 *sa*, *ta* weekly, thru Dana Jones Co., Los Angeles.

KHJ Hollywood

20th Century-Fox Film Corp., Los Angeles (motion pictures), *sa*, *ta*, 52 weeks, thru Western Adv., Los Angeles.


KFPY
MONTANA
SPOKANE
KPFA HELENA
KGIR BUTTE
KRBM BOZEMAN
KXL PORTLAND
IDAHO
WYO
KEEPING ON TOP! . . . That's just what we're doing out here in this high-ridin' KFPY section . . . a vital part of the PACIFIC NORTHWEST GROUP.
KXL Joseph H. McGillvra
KFPY The Katz Company
Z NET The Walker Company
Buy 2 stations, save 5%; buy all 3 stations, save 10%.

Standard Oil Gives Bond Prizes for Farm Feats

STANDARD OIL Co., of Indiana, on its series of daily noon farm broadcasts, beginning April 3, will award $25 War Bonds, for outstanding agricultural achievement, to 143 farmers and 4-H Club members in 14 central western states. Contract is for 26 weeks. Agency is McCann-Erickson, Chicago. Everett Mitchell, farm news commentator, will announce winners over 94 stations, including the following:

KLZ KGHF WLS WDAN WSOY WEBQ WCLS WMBD WTAD WROK WHBF WCBS WDZ WGBF WOWO WFBM WKMO WASK WLBC WSBT WBOW WAOV WMT WOC KSO WHO KDTH KVFD KGLO KMA KSCJ KXEL KGNO KVGB KOAM KSAL WIBW KFH WELL WBCM WJR WFDF WOOD WIBM WKZO WJIM WCAR WHLS WSAM WSOO WTCM KATE WEBC KGDE WMFG KYSM KSTP KROC KFAM WHLB KWLM KWOS WDAF KWOC KFEQ KMOX KWTO KGHL KFBB KFYR KDLR WDAY KILO KLPM KOBH KSOO KWAT WNAX WEAU WTAQ WKBH WIBA WMAM WTMJ WHBY KFIZ WCLO WIBU WRJN WHBL WSAU WFHR KDFN KFBC.

Isbrandtsen Plans Retail Food Line

Ex-Steamship Co. Promoting In Radio and Newspapers

ISBRANDTSEN STEAMSHIP Co., New York, is entering the retail food field with a line of products the first of which—Isbrandtsen "26" Coffee—was introduced last week on WOR New York. A line of teas will be placed on the market shortly, followed by a chocolate syrup, with further expansion planned in domestic as well as imported food stuffs.

Company is planning large-scale food activity in the post-war period, when its ship lines, now operated by the Government, will be used to bring more food material from many parts of the world for processing and selling in this country under the "26" brand name. Isbrandtsen-Moller Co., subsidiary handling the food products, has heretofore operated as a wholesale establishment.

Radio and Newspapers

Isbrandtsen-Moller Co. will concentrate on radio and newspapers in promoting the "26" brand of coffee and subsequent products according to a spokesman for Cowan & Dengler, New York, agency in charge. Budget will be divided about evenly between each medium. Distribution of "26" coffee is progressing up through New York State and New England, where newspaper campaigns are already under way.

Container problems are delaying distribution. As packaging and other problems are solved, and distribution extends across the country, the firm will follow through with space and spot radio, seeking local programs of the women's interest type, with a good local rating and an established audience. WOR's contract calls for participations on *Breakfast with the Fitzgeralds* for 26 weeks.

This meeting of

SIGHT AND SOUND

may have mapped your future!

THE FOUNDATIONS of a great post-war future were laid more than 15* years ago when Farnsworth television research synchronized sight with sound electronically and transmitted the two to experimental receiving sets.

By that important operation, they assured wide public reception of modern electronic television. Its advance has been rapid — and nowhere more productive than at Farnsworth, where 18 years of television research have led to equipment of fine technical excellence. Television waits peace to blossom as the next great industry . . . presenting an unusual opportunity for the far-sighted individuals who will organize and operate telecasting studios and networks.

If your interest and experience have been in radio, you will find this new *sound-and-sight* industry particularly appealing.

Today, all Farnsworth facilities are producing only military communications equipment and highly specialized electronic devices, but our advertising is concentrated on building television's market, explaining television's possibilities to tomorrow's sponsors and audiences.

But, after the war, Farnsworth Television will be on the market . . . first, studio equipment and special commercial applications . . . and finally, home receiving sets. And all Farnsworth facilities and experience will be available to help you.

**Another in a series of advertisements depicting milestones in the history of television.*

Look for the Farnsworth Television advertisements in April 3 *Newsweek*, April 15 *Collier's*.

FARNSWORTH TELEVISION

ARMY (E) NAVY

• Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana. Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse; the Farnsworth Phonograph-Radio.

Dominion Has 1,887,217 Radio Homes; Central, Eastern Sections in the Lead

By JAMES MONTAGNES

A GREATER percentage of radio homes in central and western Canada than in eastern Canada is shown in the latest census of radio homes released this week by Elliott-Haynes, Toronto, market research firm. A total of 1,887,217 radio homes are listed in the Dominion which has a population of 11,500,000 or approximately 2,500,000 rural and urban families.

The estimate of radio homes in Canada is the result of a continuing tabulation of radio homes since May 1939. In May 1940 the firm issued its first listing of radio homes, and the present tabulation is the second to be issued. The continuing tabulation has been kept by counties and census divisions, and the percentages have been applied to the number of families within each county or census division as reported in the government census of 1941, in order to project the percentages in terms of radio homes. Special studies have been conducted in those isolated areas which are not normally within the scope of marketing researchers, and special checks were likewise made in those counties or census divisions where the percentage of radio homes appeared to be abnormally high or abnormally low.

Most radio homes are located in Ontario with 737,364 or a percentage of 39.1 of all radio homes, which compares to 33 percent of the total Canadian population located in Ontario. Quebec has 407,881 radio homes, or 21.6% of the total in Canada, while Quebec's population is 29 per cent of the total Canadian population.

The following table, by provinces, shows percentage of radio homes and percentages of rural urban families and total population:

Province	*Radio Homes*	*%*	*Population*	*%*	*Rural Families*	*%*	*Urban Families*	*%*
Prince Edward Island	11,135	.4%	95,047	.8%	14,541	1.3%	5,049	.4%
Nova Scotia	82,977	4.4%	577,962	5.0%	66,004	6.1%	58,016	4.0%
New Brunswick	56,698	3.0%	457,401	4.0%	62,101	5.7%	31,378	2.2%
Quebec	407,881	21.6%	3,331,882	29.0%	212,727	19.6%	435,127	30.4%
Ontario	737,364	39.1%	3,787,655	33.0%	332,549	30.7%	569,742	39.7%
Manitoba	130,147	6.9%	729,744	6.4%	85,638	7.9%	79,611	5.6%
Saskatchewan	157,086	8.3%	895,992	7.8%	122,243	11.3%	67,894	4.7%
Alberta	140,728	7.5%	796,169	6.9%	101,463	9.4%	74,281	5.2%
British Columbia	163,201	8.6%	817,861	7.1%	86,326	8.0%	112,036	7.8%
TOTAL	1,887,217	100%	11,489,713	100%	1,083,592	100%	1,433,134	100%

Deakins Named to Head RCA Victor in Canada

FRANK R. DEAKINS, executive assistant to the general manager of the RCA Victor Division of RCA Camden, N. J. since the start of the war, on April 1 assumed new duties as president of RCA Victor Ltd., Montreal. He succeeds the late Elmer C. Grimley, who was drowned in a boating accident last summer.

Mr. Deakins came to RCA from General Electric Co., Schenectady, where he served as sales manager of the radio department. He joined RCA, Camden, in 1930, as assistant to the president. In 1931, he was named manager of the engineering products division, and in 1932 was transferred to the Montreal RCA Victor company where he served as executive vice-president from 1932-34. He resumed managership of the engineering products division in Camden in 1934.

GOOD FOODS Inc., Minneapolis (Skippy Peanut Butter), has renewed sponsorship of its half-hour program, *The Skippy Hollywood Theater*, WMAQ Chicago, Saturdays, effective April 1. Contract is for 52 weeks. Agency is Guild Advertising Agency, San Francisco.

Canada Coverage Maps

FIRST coverage maps of the newly-formed Canadian Bureau of Broadcast Measurement (BBM) are expected to be out early in July, the Canadian Assn. of Broadcasters has notified members. Stations were asked to have membership applications to the Toronto office by March 31, fees being payable monthly at two-thirds peak half-hourly rates. Eight of the nine members of the BBM board of directors have now been elected, only the member for the Canadian Broadcasting Corp. not yet having been named. Representing the Assn. of Canadian Advertisers is Ray Sperber, president of ACA, and vice-president of Sterling Products, chairman; Lou Phenner, ACA radio committee, president of Canadian Cellucotton Products; A. Usher, advertising manager of RCA Victor of Canada. Representing the Canadian Assn. of Advertising Agencies is T. L. Anderson, Cockfield Brown & Co.; Adrian Head, J. Walter Thompson Co.; Ray Barford, J. J. Gibbons Ltd. Representatives of the CAB are Henry Gooderham, CKCL; Horace Stovin, Stovin & Wright, all of Toronto.

CANADIAN SURVEY NEAR COMPLETION

A COVERAGE SURVEY of every Canadian and U. S. station heard in Canada is now nearing completion, Elliott-Haynes Ltd., Montreal and Toronto, told BROADCASTING this week. The survey, which is expected to be completed in a few weeks, will list coverage of every station heard in the Dominion by counties and census divisions, with data obtained from a mail ballot similar to that used by CBS. The ballots went to a representative cross-section of the population in each census division and county, asking listeners to list all stations heard, how many nights a week and how many days a week, with columns for checking ranging from 6 or 7 nights or days, 3 to 5 nights or days, 1 or 2 nights or days, and less than 1 night or day per week. Income checks are made as to ownership of car and number of radios.

This survey is somewhat similar to that planned by the recently formed Bureau of Broadcast Measurement. The coverage survey made by Elliott-Haynes will be made available to stations with maps showing their primary, secondary and tertiary day and night coverage, as recorded in this survey.

Elliott-Haynes also plan to issue during April the first of a continuing monthly survey of volume of radio advertising for all Canadian stations. This will list all national spot and network volume by stations and products, and is similar to a newspaper lineage audit which the firm recently started. Incidentally, this newspaper lineage audit for February, just issued, shows that all national radio programs were advertised in 79 out of 86 dailies in Canada, using 67,865 lines at an estimated cost of $6,485. Two-thirds of this lineage was used in all 35 Ontario dailies.

CBC Has Too Many Net Shows, Says Dr. Frigon

THAT the Canadian Broadcasting Corp. had about reached the maximum of network commercial broadcasts, and that the CBC was justified in withholding permits of private stations to go over 1,000 because of possible postwar changes in the radio industry, were highlights in the testimony by Dr. Augustin Frigon, CBC acting general manager, before the Parliamentary Committee on Broadcasting at Ottawa.

He said CBC officials felt there were now enough commercial CBC network programs and that "we've got as much as we can handle and still do the job listeners have the right to expect us to do in the way of encouraging talent and providing facilities for cultural, educational and entertainment broadcasts." He reported that only about 5% of the CBC network income was actually profit because of the commissions and expenses.

He reported he had evidence that most privately-owned stations agreed on the desirability of continuing the present arrangements with the CBC. He felt that the CBC was justified in continuing to refuse power increases to the limits of the Havana Treaty to Canadian stations because of difficulties in obtaining equipment and important postwar changes in radio.

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N. B. C.

JACKSON
NEW OIL CAPITAL OF THE DEEP SOUTH

"Mississippi, Alabama, Florida, and Georgia seem growing into the biggest oil activity in history . . . Jackson will not only be the 'Tulsa of Mississippi', but will be the operating headquarters for the four states . . . this is indicated by the number of companies opening offices in Jackson." (*)

Major oil companies as well as independents are satisfied that this section is in for a real development and every available office building in Jackson is required to take care of the score of oil companies moving their staffs here.

Mississippi now has 322 producing oil wells in 7 active fields. REMEMBER—WJDX, the Voice of Mississippi, DOMINATES the Mississippi market!

* Mississippi Oil Review

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON MISSISSIPPI

GENERAL TELEVISION CORP.
70 Brookline Ave.
Boston, Massachusetts
First in Television Development
in
NEW ENGLAND

More Variety Programs Urged by CBS Stations

TYPES of radio entertainment chosen by CBS station managers as most enjoyed by their audiences agree closely with the preferences expressed by listeners, except that the station executives give higher ranking to sports broadcasts and to juvenile entertainment than is usual in listener polls, according to the results of a survey conducted among its affiliated stations.

Responses from 111 stations, tabulated in an amusing but informative fashion in a booklet titled *Believe It or Not I Am Waiting for a Pork Chop*, show that while most station managers thought CBS programming by types was about 10% right, there was considerable feeling that the network should have more variety programs, both daytime and evening. Booklet also contains a detailed analysis of the station's opinion of CBS sustaining shows, as well as their votes for the best program of each of 32 types, regardless of network, with CBS winning in 20 categories.

CBC Clears $1,243,353 For Year, Says Frigon

CANADIAN Broadcasting Corp. profits for the past year were set at $1,243,353 by acting general manager Dr. Augustin Frigon, appearing before the Parliamentary Committee on radio at Ottawa on March 29, according to press reports. He stated that Dominion government advertising, including Victory Loan commercials, had amounted to $250,000 plus artists' fees. Hearings this week were mainly on CBC staff, Dr. Frigon reporting that 367 employees received below $2,000. There are 261 employees who will in a number of years receive between $2,000 and $3,000 annually, and 181 who will ultimately receive over $3,000 a year. He was asked about salaries of United States station and network executives, and stated that he had heard some private station executives in Canada paid income taxes in excess of the CBC general manager's salary (about $13,000).

ASSN. of National Advertisers has issued a 32-page printed booklet, "How American Business Can Conserve More Paper in 1944", giving specific recommendations for cutting down paper consumption by business firms without impairing the efficiency of their operations.

PA

KOIL Omaha has a loud speaker on the street outside their downtown studios. Eight times daily a 15-minute newscast is piped to the speaker for the passing crowds.

WE Names Wright

FRED B. WRIGHT, eastern zone manager of Western Electric Co., New York, has been appointed director of public relations. He succeeds Philip L. Thomson, who has retired after 41 years of service. Mr. Wright first joined Western Electric in 1907 but left to assume duties in another firm. He rejoined the company again in 1922 and after various executive positions was named the eastern zone manager.

Department Stores to Test Radio

(Continued from page 8)

of the public must be moved to attain those goals and analyses will be made to ascertain how best to reach those segments most effectively and economically.

Various types of programs will be used, depending upon the product and the audience to be reached. Although some spot announcements probably will be included, the campaign in the main will be built around live talent and transcribed programs.

Wide Appeal

Too many times, Mr. Avery pointed out, advertisers using radio for the first time are inclined to select programs which appeal to them personally but do not have wide audience acceptance. In the clinical test all types of program planning will be used to reach certain segments of population. Joske's will not be loaded with a heavy burden of radio broadcasts, however, the NAB executive said. When the plan gets underway it may take less than the appropriated budget but at any rate, the plan will be made to fit the budget, he stressed. Mr. Avery emphasized that the NAB does not want abnormal cooperation in the test.

"We know radio can do a job," he said. "That's why we insist that normal cooperation and coordination be extended us. We want this to be a clinical test in every sense of the word, one which can be duplicated in everyday business in other parts of the country."

★ ★ ★ ★

WSYR

The Only NBC Station Covering Central New York

—including over 40% of farms in the state.

★ 5000 Watts at 570 Kc
★ Syracuse, N. Y.
Represented by Raymer

Favorable Factors...

Improved beef strains, increased local crop production, mild climate with a long growing season — all help to make KWKH-land an important region in livestock production. It's an important market for you, too . . . where your advertising dollars do a big job in selling now . . . building sales for the future.

Write for your free copy of KWKH net circulations day and night maps.

C B S
50,000 WATTS

KWKH

REPRESENTED BY
THE BRANHAM CO.

A SHREVEPORT TIMES STATION
SHREVEPORT, LOUISIANA

SALES FLY HIGH
WHEN YOU BUY

WBAL

BALTIMORE'S
Blue Network Outlet

John Elmer
President

Geo. H. Roeder
Gen. Manager

FREE & PETERS
Exclusive National Rep.

Rep. Case Reads Boler Letter On FCC Budget Into 'Record'

President of North Central Requests Restoration Of Military Radio Intelligence Funds

WITH CONFEREES not scheduled to act on Senate amendments to the 1945 fiscal year Independent Offices Appropriations Bill (HR-4070) until May, Rep. Francis Case (R-S. D.) last week read into the *Congressional Record* a letter written Feb. 26 by John W. Boler, president of the North Central Broadcasting System, St. Paul, to Harvey Jewett, Aberdeen, S. D. broadcaster and Republican National Committeeman, urging Mr. Jewett to use his influence to persuade Rep. Case to change his views with reference to the FCC military radio intelligence appropriation. Mr. Jewett was asked to send copies of "any correspondence" to FCC Chairman James Lawrence Fly.

McKellar Amendment

The Senate March 24 passed the measure with still greater economies and restrictions than the House had imposed. The FCC budget request was cut a total of $2,163,857, of which the Senate made a $509,000 reduction despite a last-ditch stand by Administration spokesmen, aided by Sen. Robert M. LaFollette (P-Wis.) [BROADCASTING, March 27].

An amendment offered by Sen. McKellar (D-Tenn.), acting Appropriations Committee chairman, requiring Senate confirmation of all Government employes in executive and independent offices whose salaries are $4,500 annually or more was adopted, but faces a House fight.

Rep. Woodrum (D-Va.), chairman of the House Appropriations subcommittee on Independent Offices, said the bill would not reach conference until May, due to the absence of some members. Although House conferees had not been named as BROADCASTING went to press, it has been tradition to appoint the Wodrum subcommittee to confer with the Senate group. They are, besides the chairman; Reps. Fitzpatrick, N. Y.; Starnes, Ala.; Hendricks, Fla., Democrats; Wigglesworth, Mass.; Dirksen, Ill.; Case, Republicans. Senate conferees are: Glass, Va.; McKellar, Tenn.; Russell, Ga.; Truman, Mo.; Green, R. I., Democrats; White, Me. (acting Minority Leader); Bridges, N. H., Republicans.

In his speech last Tuesday favoring adoption of a resolution HRes. 465) authorizing a Select Committee of 21 on Post-War Military Policy, Rep. Case disclosed Mr. Boler's letter to Mr. Jewett, asking the Aberdeen broadcaster to "write, wire or phone Congressman Case and express your views, which I know are in favor of the FCC".

Mr. Boler figured in an FCC news release March 22 when it was announced that KSJB Jamestown, N. D., which he heads, had been given a conditional grant to operate a local outlet with 100 w day and 250 w night on 600 kc, a regional channel.

Rep. Case told the House of a telephone call from Mr. Jewett on Feb. 29, and of receiving a letter from Mr. Boler, accusing him of using the FCC as a "political football" [BROADCASTING, March 6, 20, 27], and of an interview with the broadcaster March 18.

"Mr. Boler stated that he had called Mr. Fly on other matters, that he had asked Mr. Fly how things were going . . . and whether there was any way in which he could be of service to them," said Rep. Case. "That brought out the subject of the reduction or prospective reduction in appropriations, according to Mr. Boler, and after the telephone conversation was over he looked up a list of the membership of the Appropriations Committee which he had on his desk, discovered that a member of the House from South Dakota was on the Committee, and accordingly wrote Mr. Jewett.

Case Reply

"Naturally I pointed out to Mr. Boler that I was not a member of the Select Committee Investigating the FCC, nor did I have access to their files, nor had I followed their hearings, nor had I considered any evidence other than that which came before the Appropriations subcommittee handling the FCC appropriations," Rep. Case said.

"I pointed out to Mr. Boler that the action had been taken by a majority of the Committee, and ratified by the House, while in his letter to Mr. Jewett he has singled me out as having opposed allowing the Commission a proper budget, and wondered how he could or would have done that had not Mr. Fly brought my name into their telephone conversation."

Rep. Case then read into the *Record* Mr. Boler's letter to Mr. Jewett, text of which follows:

Dear Harvey: While talking with Mr. Fly, chairman of the FCC, on the phone this morning, I learned that the Appropriations Committee in Congress is trying to knock out a million, five hundred thousand dollars from the FCC budget.

This budget is used and badly needed by the FCC to carry on their work in connection with the war effort.

Francis Case (Republician), South Dakota, is on the Appropriations Committee and to this point has been opposing allowing the Commission a proper budget. From our previous conversations you will recall that the House Select Committee under Congressman Cox was carrying on an investigation of the Communications Commission which was very definitely unwarranted and unjustified and which we all opposed. Due to this ivestigation, I am confident that many Congressmen are confused regarding the operation of the FCC and have been prejudiced against the Commission due to misleading statements made by Cox and his Committee.

I would deeply appreciate it if you would write, wire, or phone Congressman Case and express your views, which I know are in favor of the FCC.

Will you send James Lawrence Fly copies of any correspondence or the details regarding any action you may see fit to take, which I assure you he will appreciate.

Kindest personal regards,

Sincerely yours,

JOHN W. BOLER

DESPITE HIS SMILE as he points to his new 1944 plates, Tommy Stewart, WHIO Dayton salesman, complains bitterly that the excellent identification WH-IO provides, helps his creditors spot him, hinders his dodging them.

JOHN MECK INDUSTRIES, Plymouth, Ind., have received both RCA and Hazeltine licenses to manufacture radio receiver sets, which according to John Meck, president, "is a constructive step in our planning for postwar production."

"Now, if we were only staying at THE ROOSEVELT"

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT
MADISON AVE. AT 45th ST., NEW YORK
— A HILTON HOTEL —
ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:

TEXAS, Abilene, El Paso, Longview, Lubbock, Plainview; NEW MEXICO, Albuquerque; CALIFORNIA, Long Beach, Los Angeles, The Town House; MEXICO, Chihuahua, The Palacio Hilton. Hilton Hotels. C. N. Hilton, President.

TRI-CITIES

ROCK ISLAND, ILL.
MOLINE, ILL.
DAVENPORT, IOWA

Over 200,000 Met. Population 1943 Cen. Bur. Est.

IOWA

Three cities nestled together, plus 8 contiguous urban communities. Here's ONE huge market with a population larger than the cities of Wichita, Des Moines, or Spokane; and with an industrial payroll totaling nearly a BILLION DOLLARS annually—served by WHBF!

√ Families in Tri-Cities spend 24% more for drugs than the average U. S. family (1940 Census).

√ The "Farm Machinery Capital of America."

Howard H. Wilson Co., Nat. Representatives

WHBF
5000 WATTS 1270 KC
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Wire Recorder

(*Continued from page 16*)

fect on yourself is better. So, while speaking broken French that not even Maj. Reid and Capt. Harvey understood (had I talked English they at least would have known my wants) I rigged up a recording studio in the Cacace living room. Furniture was appropriately moved. But the stumper was how to rig the microphone above the piano.

Mike on Curtain Pole

In pidgin French and English I wondered aloud, with gestures, if Signor Cacace owned a hat-rack or hall-tree about so high. He disappeared and came back with a stepladder. Then I asked for a broom handle, to the accompaniment of graceful sweeping gestures above the Cacace rug. He came out with a curtain pole. *Multo bono.*

So the curtain pole was stuck through the top steps of the ladder, fastened with wire, and the mike was hung at the end of the pole, extended, boom-like, to the very spot where Capt. Harvey's expert ear had directed it in some tests. Then, his artistry not the least bit hampered by this Rube Goldberg contraption, and with Major Reid pulling faithfully at a piece of string tied to an ailing lacing arm on the machine, the two lovely compositions, "Neopolitan Countryside" and "Sonata Elena" were solemnly recorded.

Today, through the cooperation of Maj. Walter Brown, former NBC engineer, Capt. Warren S. Bell, formerly of WOL Washington, and Sgt. Richard Brabeck, ex-Minneapolis radio technician, the wire recording was dubbed off onto wax at a portable PWB recording van which happened to be anchored on a nearby hilltop. The precious disk was promptly shipped by Captain Harvey back to his home in London.

This simple story has several dramatic elements if one would trouble to develop them: inter-allied cooperation and hands-across-the-sea; Mars defers to Pallas Athena—and so on.

Anyhow, the music is preserved for posterity. The wire recorder is taking no chances. It is serving two masters. For the hot-tempered present it records the cacophonous orchestrations of war; for a saner future, it gathers to itself a gentle sonata, in a moonlit-flooded villa on the Bay of Naples.

BBC'S LEATHERNECKS

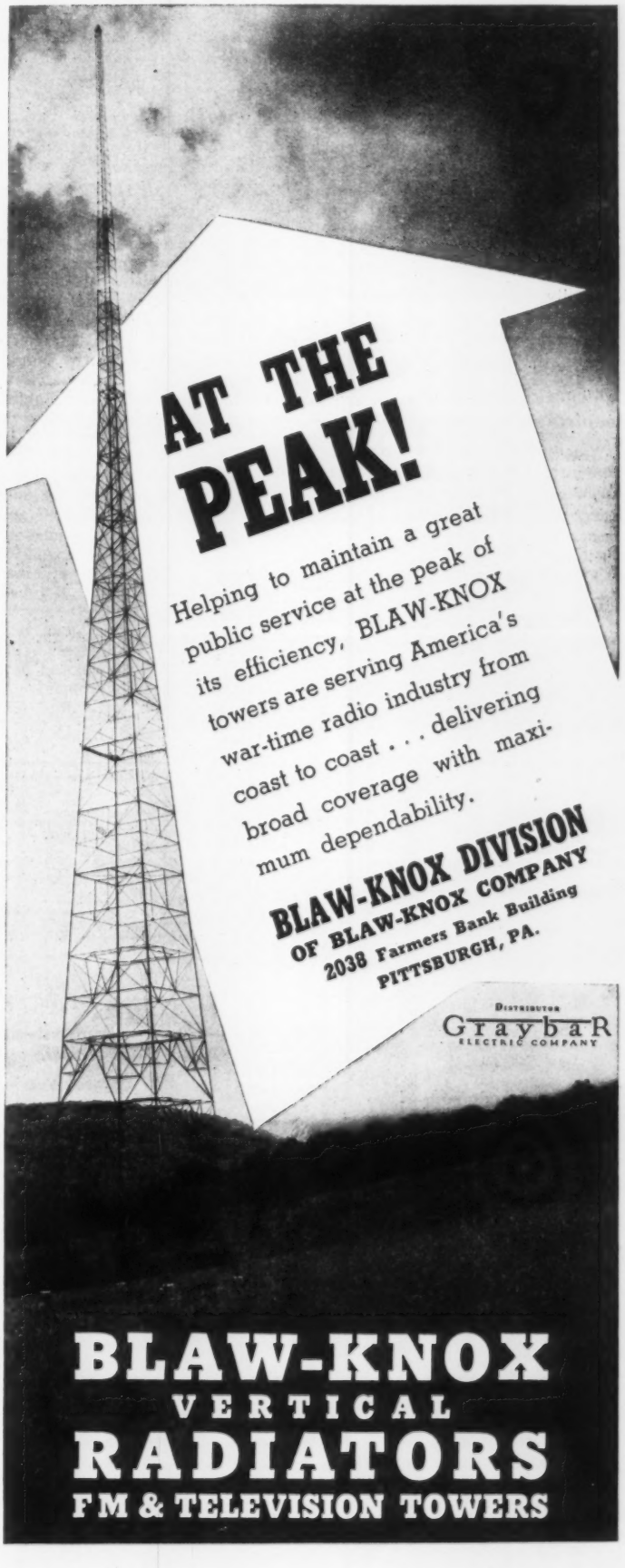
New Show Traces History of Marines for British

NEW British Broadcasting Corp. series, *They Call 'Em Leathernecks!* continues the cycle of the Army, Navy and Marines which the BBC is presenting to acquaint the British public with U. S. fighting forces and vice versa. Produced by Roy Lockwood, script by Merrill Dennison, special music written by Richard Arnell, with the USNR Midshipman's School, New York, furnishing the choral effects, the show depicts the history of the Marines from their earliest formation in 1775 through the historical battles still raging in the Pacific. The entire production was in close cooperation with the United States Marine Corps.

League Studies FM

EDUCATIONAL directors and news editors of the Cooperative League of the U. S. A. will meet at the Hotel Morrison, in Chicago, April 24-25, to discuss educational plans for the immediate present and for the post-war period. Discussion will cover a plan for the acquisition of FM stations to promote the co-op movement. Sponsorship of another radio series, such as *Here is Tomorrow* [BROADCASTING, Jan. 18, 1943] will also be considered. If the FM plan is approved, application for licenses would be filed shortly. Chairman of the two-day session will be William Torma, educational director, Central States Cooperative.

KLZ, self-styled as the station that "delivers the Denver market", has received favorable comment on its use of the Sonovox recorded station breaks. Words and music of the recordings are especially suited to the western country served by KLZ.


AT THE PEAK!
Helping to maintain a great public service at the peak of its efficiency, BLAW-KNOX towers are serving America's war-time radio industry from coast to coast . . . delivering broad coverage with maximum dependability.
BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building
PITTSBURGH, PA.
Distributor
Graybar
ELECTRIC COMPANY
BLAW-KNOX
VERTICAL
RADIATORS
FM & TELEVISION TOWERS

FLASH! The shortest distance to profitable results in California's billion-dollar market and western Nevada is The Beeline
THE BEELINE
RENO - KOH
SACRAMENTO - KFBK
STOCKTON - KWG
FRESNO - KMJ
BAKERSFIELD - KERN
McClatchy Broadcasting Company
Sacramento, California
Robert A. STREET National Sales Manager
Paul H. RAYMER CO. National Representatives

Fly Opposes New Legislation

(*Continued from page 14*)

that the NAB and the "big networks ripped those five words from their context".

He charged that Neville Miller, former NAB president, "inspired" newspapers throughout the country to attack the regulations and Supreme Court decision of last May 10. He promised to submit reports to show that the four major networks "did better in 1943 than any year in their history". He alleged that the NAB hurriedly called its Legislative Committee for a session June 3, 1943, to urge legislation that would restrict the Commission.

Charges Miller With Inspiring Editorials

"I may say that the Legislative Committee of the NAB was rejuvenated," he commented, but when Rep. Miller asked him to name the personnel, Mr. Fly replied: "Aw, I don't know, but if you want it, I'll get their names for you." Mr. Fly didn't finish his prepared statement. The remainder of Tuesday was taken up by Rep. Miller's questions on Mr. Fly's charges that the NAB had inspired editorials and that Neville Miller had written the "very competent bleeding hearts editor for the *Washington Post*" blaming "the Commission for Soap Operas".

Refers to Activities Of Network Officials

Mr. Fly said there were "several hundred instances" in which the former NAB president "inspired" editorials against the Commission's regulations and the Supreme Court decision, but he couldn't recall any newspapers. "I think this Committee should subpena the records of the NAB," he remarked. Under cross-examination by Rep. Miller, the FCC chairman said "heads of the two bigger networks were very active". Congressman Miller asked for names.

"Take them from the top down and you can include them all," he replied. "The two local vice-presidents are very active." Questioned as to whom he referred, he said "Harry Butcher and Earl Gammons, both are very competent men and very splendid men for that kind of job." He explained his appraisal of Comdr. Butcher, former CBS Washington vice-president, and Mr. Gammons, who succeeded the commander, as being able to "meet effectively and deal effectively with Government officials and most especially Congressmen."

"If you had been over to the Senate hearings you would have seen the NBC presidents bringing Senators in by the arm," he asserted. When Rep. Miller asked who the NBC representative is, Mr. Fly said: "Frank Russell—Scoops Russell, a very good man."

Rep. Miller asked whether the Supreme Court decision gave the Commission what is "commonly understood to be control over the composition of that traffic."

"Not as the term is commonly understood," replied Mr. Fly, "but rightfully understood it means control over the technical problems and not programs. The decision added nothing to the power of the FCC. It merely sustained the FCC power to make these monopolistic regulations."

Denies Ethridge Study Affected Monopoly Order

Rep. Miller asked if the President didn't appoint Mark Ethridge, publisher of the *Louisville Courier-Journal* and president of WHAS, to conduct a newspaper-radio ownership survey and whether or not Mr. Ethridge had complained about conditions under FCC regulations.

"I think the President wrote Mark Ethridge a letter—I don't think there was any appointment," replied Mr. Fly. "Ethridge complained about various conditions of the industry . . . I agree with Mr. Wigglesworth," he added, referring to a statement made on the floor in 1938 by Rep. Wigglesworth on behalf of an investigation.

"Do you think he is right in insisting that the gag be lifted so that various Government officials might testify before this Committee?" asked Rep. Miller. Mr. Fly declined to comment. He said he had taken no position in the Ethridge study but remarked: "I didn't think anything would come of it and I was right." When Rep. Miller asked if Mr. Fly hadn't released the Commission's monopoly decision "30 days before Mr. Ethridge was to start his investigation?" Chairman Fly said:

"The monopoly proceedings had nothing to do with the Ethridge study."

Rep. Miller referred to the NAB 1941 St. Louis convention at which Mr. Ethridge criticized Mr. Fly and the FCC chairman issued his now-famous epithet about the NAB resembling a "dead mackerel in the moonlight; it both shines and stinks." Mr. Fly denied he and Mr. Ethridge engaged in a "verbal battle of invectives" but he declared that after Mr. Ethridge had addressed the convention "the gavel went down as I arose to speak".

Pressed further regarding his relationship with the Louisville publisher-broadcaster at that time, Mr. Fly declared:

"We didn't consider Mark Ethridge at all. It was somewhat intrusive on his part to move in and try to control the Government at this juncture." He repeated the statement when questioned by Rep. Miller.

Says Broadcasters Solicited His Aid

"Isn't it a fact that you had some feeling against the NAB and you enlisted the aid of one John Kennedy of WCHS and WSAZ to get a rump organization started in opposition against the NAB?" demanded Rep. Miller.

"No, I think the following day, after the meeting had adjourned, a committee of representatives of the NAB came to see me. John Kennedy may have been amongst them. Johnny Gillin of Omaha was there. So was Ed Craig. There

ENGINEERS OF WAIT Chicago, who wanted to fly through the air, as well as be on the air, have formed an aviation club, headed by Ed Humphrey, WAIT news editor, and partner of Ravenswood Airport, Chicago. Among engineers who fly one hour weekly are (l to r) Ed Humphrey, instructor; Jerry Dee, Ed Jacker and Walt Stebbins.

OPPORTUNITY

In Ole Alabam'

The spendable income of both workers and farmers in ole Alabam' has reached an all-time high, so now's the time to tell them about your client's product. . . . When you think of Alabama, think of WSGN. It is Alabama's number one station in coverage; its morning Hooper is nearly double that of the next station; and, regardless of the hour, its salable time has the best rating of any salable time in Birmingham.

WSGN BIRMINGHAM
The News-Age Herald Station

For Information or Availabilities, Contact HEADLEY-REED

NBC AFFILIATED STATION

RICHMOND, VA.

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

5000 WATTS

may have been one or two others," Mr. Fly answered. Asked by Rep. Miller if the committee hadn't "entreated you to reply to Mark Ethridge's remarks," Mr. Fly said:

"Yes, 24 hours later. The damage had already been done." Under further questioning Mr. Fly denied that Mr. Kennedy "was involved in acquiring WGKV in violations of your regulations". The FCC chairman said the Commission had never granted Mr. Kennedy (now a captain in the Navy) a license to operate WGKV, but that "Mr. Kennedy had a security interest". He said he had "never looked it up" but that Mr. Kennedy was not the licensee of WGKV.

"Mr. Kennedy came to me and said he had an opportunity to operate a second station in Charleston but I advised him against it," said Mr. Fly. "I told him the Commission wouldn't grant it."

Returning to the "dead mackerel" charge hurled by Mr. Fly, he told the Committee he had reference to "Neville Miller, Mark Ethridge and the two big networks" but that aside from them he always had a "very kindly feeling" toward the NAB.

Declares Craney Was Not Favored

Mr. Fly said he opposed enactment of the White-Wheeler Bill because it was "designed to kill the network regulations". He denied he had anything to do with the proposed organization of an association outside the NAB although he declared that "broadcasters are entitled to a better organization" than the NAB.

Rep. Miller asked if Ed Craney, general manager of the Z-Bar Net, who has been working with the Senate Interstate Commerce Committee on S-814, had asked for any "favors" from the Commission.

"No more than any other broadcaster," replied Mr. Fly. "You could accuse any broadcaster in the industry of asking for favors . . . they all come in at some time or another for favors." He denied that Mr. Craney had gotten any "unusual favor", saying he wasn't "aware of it" if he had.

At the close of Tuesday's hearing Rep. Miller announced that in view of the fact that Harvey Walker, investigator-attorney and assistant to Mr. Barger, was soon to enter the Navy, and the legal investigating staff would be down to one man—Mr. Barger—the Committee should appoint new counsel and investigators. He paid tribute to the "splendid job" Mr. Barger has been doing as acting counsel, but said: "He is greatly handicapped."

Rep. Wigglesworth joined his colleague in demanding new counsel, stating it was "over a month since Mr. Garey resigned" and no new members of the staff had been appointed.

"I agree with you in that matter," said Chairman Lea. "As chairman I will attempt to take action." When the meeting adjourned Rep. Miller addressed Mr. Fly:

Denny Denies FCC Intrusion on OC

"For your information, I was out of the city when you stated I got up when you sat down." Mr. Fly smilingly apologized: "I'm sorry, sir."

Mr. Barger on Wednesday read an excerpt from the minutes of a special FCC meeting Oct. 31, 1940, regarding a proposed executive order defining the authority of IRAC, in which he quoted Mr. Fly as instructing Mr. Jett (then chief engineer and FCC representative on IRAC) to "write to IRAC and tell them that the Commission's views on the matter are very well understood, that the Commission does not see any point in discussing them further at this time and it is our opinion that it is unwise to submit any executive order to the President on this matter at this time. I think the Budget Bureau will probably anchor it down." Mr. Barger added: "The minutes do not reflect any formal vote by the Commission."

Under cross-examination Mr. Denny said the War Problems Division was set up as a unit of the law department under authority of the Communications Act in January or February 1942, that one "very major problem" was "speedy telegraph service" and that foreign-language broadcasts was "one of its big jobs" although he denied that it was the major undertaking.

Virtually all of Wednesday's nearly three-hour session, was devoted to argument between Mr. Denny and committeemen over answering two questions. He denied that Mr. Fly, Dr. Robert D. Leigh, director of the Foreign Broadcast Intelligence Service "and others in the Commission" undertook to "assume the functions of the Office of Censorship".

Barger Question Provokes Skirmish

"On the basis of the record, do you deny that the FCC attempted to intrude on the functions of the Office of Censorship?" asked Mr. Barger. Mr. Denny said a "cooperative agreement" was worked out with Robert K. Richards and Edward Bronson of the OC. Mr. Barger wanted to know by what authority the "FCC, a peacetime regulatory body," engaged in "war problems". Mr. Denny Replied:

"If stations were operating in such a way as to interfere with

BARBERSHOP HOT QUARTET sang "Sweet Adeline" and cameras rolled in a recent telecast at General Electric's television station, WRGB Schenectady, N. Y. Members of G-E publicity department and broadcasting departments took part. They include (l to r) K. E. DeLong, G-E publicity; A. O. Coggeshall, program director and A. G. MacDonald, sales head of WGY Schenectady; and K. L. Walters, G-E publicity.

A Proven Sales Medium

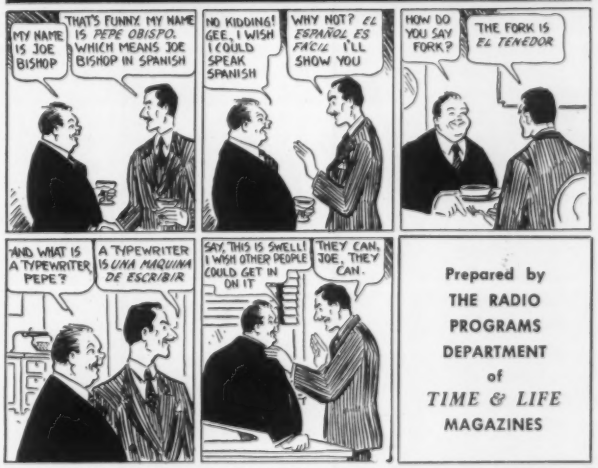
WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

IN WBNX SERVICE AREA THERE ARE:

2,450,000	Jewish Speaking Persons
1,522,946	Italian Speaking Persons
1,236,758	German Speaking Persons
661,170	Polish Speaking Persons
200,000	Spanish Speaking Persons

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

LET'S LEARN SPANISH


MY NAME IS JOE BISHOP
THAT'S FUNNY MY NAME IS PEPE OBISPO. WHICH MEANS JOE BISHOP IN SPANISH
NO KIDDING! GEE, I WISH I COULD SPEAK SPANISH
WHY NOT? EL ESPAÑOL ES FACIL I'LL SHOW YOU
HOW DO YOU SAY FORK?
THE FORK IS EL TENEDOR
AND WHAT IS A TYPEWRITER PEPE?
A TYPEWRITER IS UNA MAQUINA DE ESCRIBIR
SAY, THIS IS SWELL! I WISH OTHER PEOPLE COULD GET IN ON IT
THEY CAN, JOE. THEY CAN.

Prepared by THE RADIO PROGRAMS DEPARTMENT of *TIME & LIFE* MAGAZINES

39 TRANSCRIBED QUARTER-HOUR PROGRAMS NOW AVAILABLE

This Dramatized Series of Radio Programs
Teaches Spanish the Easy Way
Exclusive Rights Have Been Sold in 53 Cities
Sole Distributors

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue . . . NEW YORK CITY

Miss Vera Brennan
Duane Jones & Co.
New York, N. Y.

Dear Vera:

As if I ain't got enough to do writing these letters for WCHS, now they want me to include the whole West Virginia Network. I'd squawk, only I know how important this Washington Bureau the W. Va. Network just opened really is. The way I figure it this puts us right up on top with the four major networks, because now all five of us are the only radio organizations in the country to operate our own Washington News Bureaus. Course ours is set up to give national capital news as it is related to West Virginians, and you'll agree that with Ray Henle as our chief we've really got something there. Opening this Washington Bureau is not the talk of the town, it's the talk of the state, cause Mr. Henle's broadcasts go to each of our stations.

Regards

yours,
Algy

The W. Va. Network

WCHS Charleston
WSAZ Huntington
WPAR Parkersburg
WBLK Clarksburg

the war, it was up to the Commission to take them off."

"Did the FCC ever disclose to Congress that as a result of its investigations, citizens of the U. S. had been removed from the air and supplanted by aliens and alien refugees?" demanded Mr. Barger. Mr. Denny said the only report to Congress was in hearings for the 1943 supplemental appropriation. He denied the Commission had anything to do with removing personnel from foreign-language stations.

"I don't deny that a licensee may have hired aliens," he said. "The Commission simply had nothing to do with it. Censorship ran a couple of citizens off the air. Licensees of some of these stations hired aliens and put some citizens off the air."

"Do you deny that they were put off as a result of the investigation by the War Problems Division?" insisted Mr. Barger. Mr. Denny categorically denied all such charges after further colloquies with Mr. Barger.

"Did you know that Shortwave Research Inc., with which Miss (Frances Elizabeth) Keene was affiliated, had been engaged in procuring the entry of aliens and alien refugees into this country and arranging for them to work for OWI and was instrumental in getting them on the air?" asked Mr. Barger. That question threw the hearing into a verbal skirmish.

Still 'Scared'

CHARLES R. DENNY Jr., FCC general counsel who a fortnight ago told the House Select Committee to Investigate the Commission that he was "scared to death" of the Committee's record, [BROADCASTING, March 27] reiterated his assertion following last Thursday's hearing, but pointed out that his fear was based on the "one-sided" state of the record. "It's the most one-sided record I ever saw," he said. Mr. Denny apologized to the Committee informally after the hearing adjourned for his failure to answer certain questions the previous day. He explained his reluctance to testify was based on a ruling from the Attorney General that information involving certain investigations was "confidential" and that he wanted to get the Attorney General's opinion before answering the questions as to how far he should go. Chairman Lea (D-Cal.) accepted his apology. Rep. Miller (R-Mo.), who moved that Mr. Denny be given "24 hours to think it over and answer the question or be cited", said he was satisfied with Mr. Denny's frank replies.

"Did you or did you not know that?" asked Rep. Miller and Mr. Denny appealed to Chairman Lea that "this is a 'have-you-stopped-beating - your - wife' question". Chairman Lea insisted on a reply. The answer was "No". Mr. Denny said newspaper reports of hearings in New York inferred that the FCC was mixed up in a $500,000 expenditure by Shortwave Research but Rep. Lea reminded him: "The record itself doesn't show the FCC had anything to do with it."

Luotto Again Enters Testimony

Mr. Denny repeated previous testimony that in reorganizing the FCC Law Dept. and transferring War Problems Division personnel to other jobs, a saving of approximately $125,000 was effected, but he told the Committee that money was used to pay overtime. He said it was his judgment that the law authorized the Commission to use the money for overtime wages and added: "I think you'll find it a general practice throughout the Government."

He said "the Commission is satisfied foreign-language stations are not now a handicap to the war effort, they are doing a good job". He denied that the FCC uses its licensing power to "compel, force or coerce foreign-language stations into using OWI material" or to "control personnel" or "program content".

The name of Stefano Luotto again entered the hearings. Mr. Barger referred to Mr. Luotto's dismissal from WHOM Jersey City, after an FCC representative, Mr. Denny affirmed, had told Joseph Lang, station manager, that Mr. Luotto was an officer of the Chicago Dante Alighieri Society.

"Did his being an officer of the Dante Alighieri have anything to do with his dismissal?" asked Mr. Barger. Mr. Denny said it did, but he denied that the Commission had anything to do with the dismissal, other than a representative gave the information to Mr. Lang.

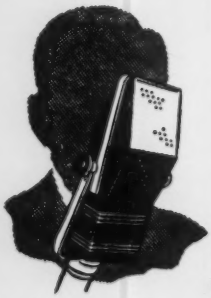
Mr. Denny declined to voice an opinion as to the Society or Mr. Luotto and said he would tell the Committee his views in executive session. Reps. Miller and Wigglesworth challenged his attitude. Mr. Denny insisted that information sought by the Committee had been classified by the Attorney General as "confidential" and that he couldn't disclose it in public hearing.

Doesn't Think Luotto a Fascist

"I'd like to observe that whatever claim of immunity the witness has, this Committee is not governed by the Attorney General," interposed Rep. Miller. Chairman Lea wanted to know if Mr. Denny was prepared to answer. Again the Commission witness said he would reply in executive session.

"It doesn't seem to me there

SPOT *The*
"VOICE OF EXPERIENCE"



FOR QUICK RESULTS

MILLIONS OF FANS FROM COAST-TO-COAST. A TRANSCRIBED QUARTER-HOUR RADIO PROGRAM THAT SELLS ANYTHING—ANYWHERE

NEW SERIES—LOW RATES

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WAKR

TOWERS OVER AKRON

Basic Blue Network

5000 WATTS · DAY & NIGHT

WEED & CO., National Representatives

AUSTRALIA'S STAR radio personality, Kay Dunoon, is bid farewell by Syd Morgan (center), managing director of 3KZ Melbourne, and A. J. Murray, assistant manager, as she leaves for America to be married to an American corporal. Her career has included radio acting, writing and editing, increasing membership in the Children's Session from 200 to 30,000, and m.c. for the only all-women program on the air there, *Women in Uniform*. She has presented innumerable shows before Australian and U. S. soldiers.

should be any quibbling," commented Chairman Lea.

"I've never taken the position that Stefano Luotto is a Fascist," said Mr. Denny. "I don't think Stefano Luotto is a Fascist, no."

"I want the record to show that after 10 minutes of equivocation, the witness conferred with members of the audience, presumably members of the FCC staff, and finally answered the question," remarked Rep. Miller. Mr. Denny was pressed further as to whether he spoke for the Commission. He said:

"On the basis of information I have, Luotto is not a Fascist. . . . I'm doing my best to represent the Commission as its general counsel." His last statement was in reply to Rep. Wigglesworth's question: "That goes for the Commission as well as yourself?"

"You've stated that as far as you know," continued Rep. Wigglesworth, "Mr. Luotto is not a Fascist. Do you know any reason why he shouldn't be on the air?"

"If I am required to answer questions like that," replied Mr. Denny, "then the FCC is put in the position of passing on these people. That is not our function."

"Certain individuals were deprived of their right to broadcast simply because of the FCC," said Rep. Wigglesworth. "Can't you tell us whether or not the FCC knows any reason why Mr. Luotto shouldn't be on the air?"

"If I attempted to make a decision, it wouldn't be on behalf of the Commission," replied Mr. Denny. "The Commission doesn't pass on the fitness of any individual. . . . If the Commission should find that a licensee in time of war had made his microphones available to questionable persons, if enemy propaganda had been broadcast, then the Commission, as a legal matter, would have the power to deny a renewal of license." Further questions brought from Mr. Denny the assertion that he didn't know of "anybody" who could speak for the Commission and tell the Committee whether or not there were reasons why Mr. Luotto should not broadcast.

Denny Declines Direct Answer

"Wasn't the whole thing done under cover?" demanded Rep. Miller. When Mr. Denny replied in the negative, Rep. Miller said: "I want the record to show you haven't given this Committee any information." Rep. Wigglesworth asked if "there is any reason from the Commission's standpoint whether or not Stefano Luotto should be permitted to broadcast."

"The Commission has seen no objection to Stefano Luotto," replied Mr. Denny.

"Have you any knowledge that would justify his exclusion from the air?" asked Chairman Lea. Mr. Denny started to say: "If I were a licensee . . ." and the chairman told him to answer the question. Again he started to refer to the licensee's viewpoint and lengthy arguments followed. Finally Rep. Lea said:

"I'd like to make one more effort to get you to answer the question. You have said the Commission had nothing to do with his dismissal. You have said the Commission did not act upon it. Do you have any knowledge that he has done anything which justified putting him off the air? You are not responsible for the results. This Committee is responsible. Can't you answer the question?"

Mr. Denny again declined to answer directly and Rep. Miller, standing, declared:

"I move we adjourn the meeting and that he be given 24 hours to think it over. . . . If the witness then refuses to answer, I move he be cited." Rep. Wigglesworth seconded the motion. Rep. Miller added: "I want the record to show that for one hour and five minutes we have been trying to get one answer from this witness."

Chairman Lea called an executive session for 10 a.m. Thursday to consider Rep. Miller's motion.

Discuss Removal Of Luotto From Air

Following the executive session Thursday morning in Chairman Lea's private office, the full Committee filed into the hearing chamber and the chairman asked Althea Arceneaux, stenographer, to read the unanswered questions. Mr. Denny informed the Committee he was prepared to answer "yes or no" and asked permission to give brief explanations following each direct answer.

To Rep. Wigglesworth's question, Mr. Denny said: "From the Commission's standpoint there is no reason why he (Stefano Luotto) should not be permitted to broadcast. I'm speaking now as general counsel for the Commission. The seven members have not voted on

Republic Using Radio To Promote New Release

TYING-IN with the personal appearance of Roy Rogers as star of the Rodeo in Pittsburgh, starting April 17, Republic Pirtures will use spot radio as well as posters and additional newspaper space to promote the April 5 opening of the film "Hands Across the Border" in that sity.

Station schedule includes spots on KQV, WWSW, WCAE WJAS KDKA. Similar theatre tie-in advertising, and promotion, will be employed in the Washington territory, where the cowboy star appears the week of April 25; and in Toronto, where he is scheduled the week of May 2. Agency is Donahue & Coe, New York.

Key-city openings for "The Lady and the Monster" wil be backed by more than $125,000 in advertising throughout the country. Spot announcements will be used on five New York stations: WOR, WNEW, WMCA, WOV, and WEAF. Date of the New York opening has not been determined.

CREATIVE FORCE

MAKES WTAG A BIG STATION IN A BIG MARKET

Producers, Musical Directors, Home Economists, Staff Writers, News Editors, Publicity Department and latest engineering equipment, including a mobile transmitter . . . creative advantages associated with metropolitan key stations are part and parcel of WTAG's operation.

Central New England is a big and important market. WTAG dominates the audience of this market and maintains steady coverage by virtue of its outstanding facilities. It's a big station INSIDE of a big market.

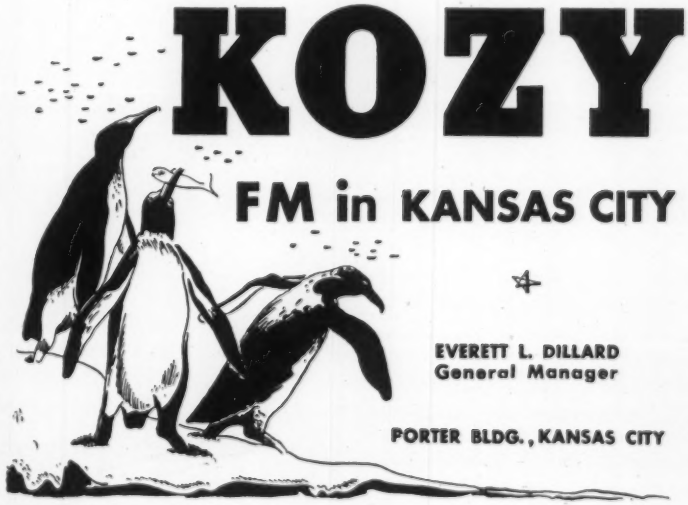
PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

ASSOCIATED WITH THE WORCESTER TELEGRAM-GAZETTE

KOZY

FM in KANSAS CITY



EVERETT L. DILLARD
General Manager

PORTER BLDG., KANSAS CITY

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER
For December 1943-January 1944

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	12.5	23.2	36.7	27.0
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	28.6	31.1	20.4	18.2
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	41.1	12.3	37.1	8.1

There must be a reason— and this is it!

WGRC Mutual

LOUISVILLE'S TRADING AREA
= 47% OF KENTUCKY'S POPULATION
= 57% OF ITS BUYING POWER

Burn-Smith-National Representatives

WFMJ
YOUNGSTOWN, OHIO
28TH U. S. METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
ASK HEADLEY-REED
New York - Chicago - Detroit
Atlanta - San Francisco

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day
1000 Watts Night
950 kc.
Spartanburg, S. C. CBS
Represented by Hollingbery

this question. If I were asked whether a station hiring him should lose its license my answer would be 'no'."

Replying to Chairman Lea's question as to whether he knew if there was justification in taking Mr. Luotto off the air, Mr. Denny said:

"Yes there was justification for his being put off the air at the time. He was put off by Joseph Lang, manager of WHOM. Mr. Lang has put several persons off the air in the years he has been in broadcasting. He put Luotto off the air May 18, 1943. At that time Stefano Luotto was not a citizen; he was an alien. He came here in 1931 and did not apply for citizenship until 1940 I think it was. Gene Dyer put him off the air at WGES Chicago before that . . . At that time we were at war with Fascist Italy."

Mr. Denny said that at one time prior to Mr. Luotto's application for citizenship Mr. Dyer quoted the announcer as saying he "wasn't sure" he was thoroughly sold on the U. S., but the FCC counsel added: "Mr. Luotto has told this Committee that now he is thoroughly sold on the U. S. and has made application for citizenship. His brother, Andre, I understand, is a citizen. I don't want to hurt anybody in the course of these hearings. On the basis of what I know I would not recommend that Mr. Luotto be kept off the air."

Refers to Letter From WGES Executive

Referring to a letter written in October, 1942, by Arnold B. Hartley, former program director of WGES Chicago concerning Mr. Luotto, after an alleged conference with FCC officials in Washington, Rep. Hart asked Mr. Denny if he conceded the truthfulness of the letter (read into the record last Aug. 4 by Mr. Garey during examination of Gene T. Dyer, WGES owner).

"No sir," replied the witness. "I don't say it's false. I thing there's a mixture of truth and falsity." He said he didn't think there was any "deliberate falsity". Rep. Hart referred to this phrase from the letter: "If we want to sleep at night Luotto and Conti will have to go. They will have to get off the air," explaining it left the inference that Mr. Hartley had been given the information by the FCC.

Praises Foreign Language Stations

"I am not satisfied that Mr. Hartley is right," said Mr. Denny. He again suggested that the Committee call Nathan David, former head of the War Problems Division, now in the Navy, but Mr. Barger asked if the Commission ever notified the Committee that Mr. David was about to enter the Navy and may not be available.

"We made four requests for the opportunity to be heard and we were told our case would be heard in due time," said Mr. Denny. Answering Mr. Barger's direct question he said the Commission hadn't notified the Committee that Mr. David was leaving because it was deemed "useless".

Mr. Denny testified under cross-examination that WGES had been on temporary license and that four months after Mr. Luotto left the station a two-year permanent license was granted. He denied that Mr. Luotto's employment was the major issue and said the Commission had received "many complaints" about the "overall laxity" of operations. "If I put into the record all the complaints against WGES, it would be unfair to the station," he added. "Many of them were unfounded."

Mr. Barger asked under what authority the FCC ordered monitoring and censorship of foreign-language programs. Mr. Denny replied: "It's my opinion that if a licensee didn't, he should lose his license." Rep. Hart demanded: "Where is your authority—under what law?"

"The Communications Act, which gives us authority over the overall operation of a station," replied Mr. Denny.

"You do that under the broad statement of public interest, convenience and necessity?" asked Mr. Barger. "That was covered here the other day by Mr. Fly," replied the counsel.

He said the Commission had no record of any subversive broadcasts since Pearl Harbor, adding:

"The foreign-language stations are doing a darn good job." Prior to Pearl Harbor, however, he said the foreign-language situation was "alarming." He explained that rather than take foreign-language programs off the air, as Canada had done at the outbreak of war, the FCC was inclined to retain them to broadcast Government messages. Mr. Barger asked: "You retained them to get over the policies of the OWI?"

"Not the policies of OWI," replied Mr. Denny. "To sell War Bonds, give these foreign-language speaking peoples information on Selective Service and other information they couldn't get in newspapers."

Mr. Denny hinted that the FCC may take some later action with reference to time-brokers in the foreign-language broadcast field "when we get time to do it." His statement came in response to Mr. Barger's query as to whether the law prohibited a licensee from diverting control of his station.

The FCC counsel said the time-broker problem was one that had the Commission "worried at times, inasmuch as some foreign-language stations sell large blocks of time to the brokers who, in turn, sell the time to various sponsors. "We ought to set down for renewal of license some of these stations when we get around to it."

Plug Own Shows

A MEANS of plugging your own programs has been devised by WIBG Philadelphia. The station announcer who is to do the station break spot announcement prefaces the spot, alive or transcribed, with something on this order, "Immediately after you hear this transcription, Franny Murray's Sports Program will be heard."

WAR NEWS SPEEDED BY RCA, SAYS DALY

INSTALLATION of an RCA shortwave transmitter at military press and radio headquarters in Naples has immeasurably improved the transmission of news from the war correspondents to this country, John Daly, CBS correspondent, just back from 14 months abroad, told a press luncheon given last Wednesday by CBS at the Hotel Ambassador, New York.

American newspaper correspondents have merely to give their copy to the censor, he said, and it is then passed along to RCA and "10 minutes later its in New York." Radio men, he continued, get their copy cleared and then walk up one flight and go on the air. The service is now 90% perfect, he stated and a vast improvement over the former situation.

Correspondents at the front send their copy back to Naples via "299" transmitting units, which will carry code only, for retransmission to America. Even at the beachheads, these 299's are installed and in operation.

Mr. Daly reviewed in some detail the military and political situation in Italy, expressing the opinion that it may be June or July before we will be in a position to capture Rome. He gave high praise to the British and American troops, pointing out that many of the men have been on the front lines for far longer than occurred in World War I.

Poslam Tests Radio

EMERGENCY LABS., New York is making a trial use of spot radio on WNEW New York and other stations after 38 years of advertising in newspapers and magazines exclusively. Products are Poslam Soap and Ointment. Agency is National Advertisers, New York.

"Little Chief" says:-
UGH! UGH!*

*KSEI is your best bet in IDAHO

KSEI
POCATELLO · IDAHO

WITH PLEASURE three gentlemen of California participate in the execution of a 52-week contract placing the weekly NBC show *A Song Is Born* under sponsorship of Langendorf United Bakeries, San Francisco. Left to right: Walter G. Tolleson Jr., NBC sales representative; Lewis Lacey, radio director for Pacific Coast Advertising Agency; and Richard E. Goebel, president of the agency. Program is on six NBC California stations.

More Spot Radio Seen In New Schenley Setup

SCHENLEY DISTILLERS Corp., New York, has set up a new sales company on the West Coast under the name Cresta Blanca Wine Co., as agent for Cresta Blanca Wine, Dubonnet Wine and Coronet VSQ Brandy [BROADCASTING, March 27] Products were formerly sold through Schenley Import Corp. Hans Heyman, advertising and sales promotion director of Schenley Import holds the same title in the new company, Sherman Gregory, radio director of Schenley Distillers, is manager of radio advertising of the new company, reporting to Mr. Heyman, and Hans Hollander is general manager.

Summer plans for CBS and Mutual network shows will be determined around the first of May. Under the new set-up 90% of the Cresta Blanca advertising budget will go to radio, indicating expansion, possibly into spot radio.

CLIMAXING design and development work on post-war radio receivers, John Meck Industries, Plymouth, Ind., has recently been issued an RCA license to manufacture the sets, according to a statement from Mr. Meck. For the past several months, industrial designing engineers has been working closely with Meck draftsmen in preparation of streamlined models with popular eye-appeal.

"I was tuning WFDF Flint at 91 on my dial—but it must have been the speedometer!"

MONEY GIVEAWAY ADDENDA

FOLLOWING are two additional letters to the editor on the mooted issue of money giveaways. Although BROADCASTING had called off the debate, these final letters are published because they reflect a viewpoint in support of such programs and in opposition to the position taken by this journal in an active industry controversy:

EDITOR BROADCASTING:

We do not have telephone money shows on our station, but after reading the opinions as expressed mainly by managers of 50,000 w NBC stations, they must be pretty good programs since the boys were torn up over what money programs do to their Hooper ratings.

It is quite funny to me that the NBC boys would be so unhappy about money programs, yet ever since I can remember, NBC has been giving away money, automobiles, encyclopedias, diamond rings and about everything in the books.

Only a short time ago I was listening to WFAA, 50,000 w NBC Dallas outlet. The program originated on the West Coast, and the m.c. mentioned that two WFAA announcers would make a personal call to some home in Dallas and if the home called on was tuned to WFAA they would win cash. The announcers made the call . . . the home was tuned to WFAA, so the people won a "hat-full" of money. The next week the NBC outlet in another city would make a similar call, and so on.

Someone please tell me (and Mr. Hooper) what the difference is, and why is 'cricket' with Hooper and NBC if NBC is the one giving the cash away.

Looks like Frank R. Smith Jr. of WWSW Pittsburgh called the turn on Hooper with Hooper contacting only 1.6 Pittsburgh people per quarter-hour over a period of 25 days—within a five months span—and Hooper calling that a survey.

I repeat, this station does not have a telephone money program . . . but, if they cause NBC, CBS and Hooper to loose so much sleep, they must be fine, so, effective today. I am looking for a sponsor for a telephone money program.

PATT MCDONALD
KPLT Paris, Tex.

March 25

EDITOR BROADCASTING:

Ted Gallup has never asked me, nor has Mr. Hooper, nor have you.

That makes it practically unanimous. About what I think of money giveways.

But it's no military secret. And I'm willing to be quoted. I think they are swell. And I am a representative of the radio industry—that part spelled with a small "i.".

Honestly, I don't care what you think of them. Nor do I care what Mr. Hooper thinks of them. You and Aunt Jenney can listen to soap operas all day, if you want, and I will merely look on in amazement.

But please, when you start telling the world what the industry with a large "i" thinks of money giveaways, let's get a cross section of radio people which is somewhat representative.

EDWARD BREEN, President
KVFD Ft. Dodge, Ia.

March 27

APPLICATIONS FILED FOR 5 FM's, 3 AM's

APPLICATIONS were received by the FCC last week for five more new FM stations and three standard local outlets. A high frequency 50 kw international station was also applied for at the same time by Columbia Broadcasting System to be located at Delano, Cal. and the University of Southern California filed for a high frequency non-commercial educational station at Los Angeles.

WTMA Charleston, S. C. licensee, Atlantic Coast Broadcasting Co., and WHO Des Moines licensee, Central Broadcasting Co., constitute the FM applicants with radio interests other than those proposed. The remaining three FM applicants are Broadcasters Oreg. Ltd., Portland, Ore.; Rhea Howard, Wichita Falls, Tex.; and the Record-Herald Co., Wausau, Wis. One of the partners in Broadcasting Oreg., S. M. Goard, has been a radio technician and was at one time an operator at CKWX Vancouver.

The applicants for new local standard stations are: Durham Broadcasting Co., Durham, N. C.; Beauford H. Jester, Waco, Tex.; and the Middle Tennessee Broadcasting Co., Columbia, Tenn. Major interest holder (40 shares) in Durham Broadcasting is A. J. Fletcher, principal owner of WRAL Raleigh, N. C. Petitions for reinstatement of previous applications for local standard outlets were also filed by Air-Waves Inc., Baton Rouge, La. and the Texas Star Broadcasting Co., Houston, Tex.

Facilities as requested for these new stations may be found in Actions of the FCC on page 68.

Stetler Named

D. B. STETLER, advertising director of Standard Brands, Inc. New York, has been appointed chairman of the 1944 radio committee of the Association of National Advertisers. Members of the committee are as follows: Joseph Morrow Allen, Bristol-Myers Co.; R. A. Applegate, E. I. du Pont, De Nemours & Co.; Joseph S. Atha, J. A. Folger & Co.; Stephen M. Birch, Texas Co.; Robert V. Beucus, Andrew Jergens Co.; R. J. Cabrera, Carter Products; George H. Chace, Prudential Insurance Co. of America; W. N. Connolly, S. C. Johnson & Son; S. C. Gale, General Mills; G. R. Hart, White Labs.; John K. Hough, Goodyear Tire & Rubber Co.; G. R. Huber, Gulf Oil Corp.; Francis H. Marling, Pure Oil Co.; John H. Miller, Mennen Co.; Leo Nejelski, American Home Products Corp.; Robert S. Peare, General Electric Co.; John H. Platt, Kraft Cheese Co.; Almer A. Reiff, Jr., Mentholatum Co.; M. J. Roche, Lever Bros.; D. P. Smelser, Procter & Gamble Co.; A. Craig Smith, Gillette Safety Razor Co.; W. T. Smither, R. J. Reynolds Tobacco Co.; A. Waldron Stone, General Baking Co.; Herbert S. Thompson, Miles Labs. Inc.; and T. N. Weatherby, Emerson Drug Co.

HALLICRAFTERS, manufacturer of short-wave radio equipment, has issued a salute to the Signal Corps in the form of a promotion folder, giving a description of "the giant of military radio", the Army's SCR-299 communications unit, manufactured by Hallicrafters. Material is reprinted from the Signal Corps issue of *Radio News*, Jan. 1944.

What we've done for these we can do for others!

*". . . We are pleased to tell you that you did the best of any of the 24 stations we placed similar contracts with east of Denver. Thanks again for WHBQ's outstanding performance."

*". . . response from your station has been far above the average."

* Identity of these National Advertisers on reques'.

. . . and backing up this statement comes a NEW order for 2½ times the original schedule.

WHBQ
"Your MUTUAL Friend"
MEMPHIS, TENN.

Yes, we still have some choice availabilities—

Wire or call.

Represented by Rambeau

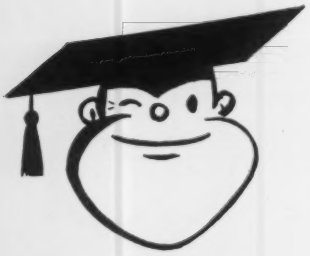
KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

CHNS
THE KEY STATION OF THE MARITIMES

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York

Smart Time Buyers



Can put together...

five great factors..

at a glance...

How?..

They've been working it for years and know that: Few Stations in the Nation Can Equal KOA's Dominance!

KOA 50,000 WATTS 850 K.C. FIRST IN DENVER

Represented Nationally by Spot Sales!

Studio Notes

WING Dayton, Ohio, carried the exclusive coverage of the launching of the *USS Dayton* from the New York Ship Building Co. March 19. The program was facilitated through special lines from WIP Philadelphia.

WCKY Cincinnati has a faithful though limited audience in the crew aboard the *Bidwell*, a ship in the Maritime Service, according to a letter from the vessel's radio officer to WCKY's chief engineer. The vessel has been operating in the Atlantic.

KOWH Omaha and the *Omaha World-Herald* have inaugurated weekly *We March With Faith* series to interpret to the public and school pupils those school experiences in school designed to give training in citizenship and character development.

KDKA Pittsburgh and the Fort Pitt Brewing Co. celebrated a birthday March 21, with the broadcast of variety musical show *Tap Time*, on that day ending its seventh consecutive year on the air. Fort Pitt's sales during the time it has presented *Tap Time* have increased more than 800 per cent it was stated and officials of the company have praised the musicale as a major contributor to their organization's ranking among the 25 leading breweries in the United States. Program is fed to a West Virginia network of stations including WCHS WPAR WBLK WHIS. Agency is BBDO.

WWL New Orleans celebrated its 22d birthday by buying extra War Bonds and going in a group to the Red Cross Blood Donor Center.

KFEL Denver is awarding $1 for each idea submitted by listeners and used on KXEL newscasts to keep the home front writing letters to the men in the service.

JIM PLATT has resumed his Victory Garden series on WTIC Hartford. He gave 130 quarter-hour broadcasts last season.

"TELEVISION Is Here—a Survey" will be presented by authorities in a five-week course at the Dramatic Workshop of the New School, New York City. Clarence L. Menser, NBC vice-president in charge of programs, will start the course Thursday evening April 6, at 8:30. Among other speakers to follow are: William Sayer, electronics engineer, Allen B. DuMont Labs; Tom Riley, in charge of the television department, Wm. Esty Inc.; Gilbert Seldes, director of television, CBS.

WWNC Ashville, N. C. has signed a two year contract for Associated Press news. Two quarter-hour news periods are being added to the schedule.

THROUGH the weekly "Animal Gossip" feature of the *Modern Farmer* on WEAF New York, Mert Emmert, farm editor, is conducting a contest for the best 300-word letter on "How we keep livestock or poultry healthy on our farms."

IN THE INTEREST of racial and religious tolerance, WOV New York is offering a recorded quarter-hour Easter Day program on the subject free of charge to other stations carrying Italian-language broadcasts.

KGFJ Los Angeles has started a weekly 60-minute *Saturday Swing Club* program of transcribed music selected from favorite private record collections of its members. Guest stars are an added feature.

STEPHEN C. BODNAR has been appointed office manager for WJW Cleveland. He was formerly executive secretary for the Cleveland Aircraft Tool & Die Co.

THE GOVERNOR of Indiana and other state officials attended the WOWO Fort Wayne "Achievement Award" dinner held March 16 in the Anthony Hotel as the station's tribute to the people in the WOWO Tri-State area who have made significant contributions to agriculture and home economics during the past year. Left to right: L. M. Busche, Assistant County Agent Leader for Indiana; Tom Wheeler, WOWO farm director; Gov. Henry F. Schricker; J. B. Conley, WOWO general manager; Jap Jones, member of Indiana State Highway Commission.

WQXR WILL BAR 'SINGING PLUGS'

A POLICY barring all "singing commercials" on WQXR New York, was announced last week by Hugh Kendall Boice, vice-president in charge of sales. The few advertisers affected will be allowed to continue until expiration of short-term contracts. Sponsors using jingles will have the choice of leaving the station, substituting straight copy or using non-lyric musical commercials.

During a daytime trial period station found that while there were "a great many complaints" about daytime advertising, with jingles the object of attack, there were no complaints on nighttime commercials. The reaction was fully demonstrated in the case of an unnamed client who used jingles during the day and straight live copy at night, during this period. Final conclusion is that the transition from song spots to "quality music" is too great, and that the change is apt to create ill will for the advertiser as well as for the station.

Search for Solution

For a year WQXR has attempted to find a solution by creating special transcriptions for its clients—tailor-made to its musical standards. An example is the Pepsi-Cola jingle, heard on WQXR on a celeste organ, minus words. Another is a singing commercial for Adlers Shoes, which WQXR transformed into a chorale or madrigal with words. Commercial ran on WQXR until several weeks ago.

WQXR advertisers whose "singing commercials" will be dropped include: Adam Hat Stores ("I like the guy who wears an Adam Hat"); Horowitz-Margareten Co.; S. A. Schonbrunn Co. (S-A-V-A-R-I-N) and Ward Baking Co.

Gillette Bout to Mexico

DUE to heightened interest in Mexico in the March 31 boxing match between Mexican-born Juan Zurita and Beau Jack, Gillette Safety Razor Corp., Boston, extended sponsorship of the bout on domestic Mutual stations, to the network's Mexican affiliate radio MIL. Gillette's use of the 36-station chain is said to be the first instance of American sponsorship of a sports program in that country on a network basis. Agency is Maxon Inc., New York.

Limitation Order Affects Cabinets, Says WPB

REGARDLESS of the material from which they are made, radio cabinets are included in the WPB's definition of "Electronic Equipment" and hence are subject to the manufacture and transfer restrictions of the famous limitation order L-265, it was announced last week by WPB.

The current interpretation states that a radio cabinet is any type of cabinet designed to contain a radio, even though things may be contained therein. This clarifies the exemption provisions of the order permitting transfer of sets produced and designed for home use and which were completely manufactured on or before April 24, 1943.

The term "radio receiving set" as used in the exemption provision means a home radio receiver "completely assembled and ready for operation on or before the 24th of April 1943." This is an ironclad ruling, the WPB emphasized, and should be strictly interpreted.

Sylvania on Coast

SYLVANIA ELECTRIC Products, New York, has opened a West Coast headquarters office at 111 Sutter St., San Francisco, under the management of B. K. Wickstrum, Pacific coast sales manager for the firm's lighting products. C. W. Dickinson, manager of the northwest division, is assisting Mr. Wickstrum. The company has also opened offices in Los Angeles and Seattle, with G. W. (Chick) Field as manager of the California division which includes Nevada, Utah, and Arizona.

WSLI
JACKSON MISSISSIPPI

MISSISSIPPI'S 1943 SALES OVER $1,170,000,000

1943 sales in Mississippi, including value of manufactured products, totaled over $1,170,000,000.* Retail sales accounted for over $519,000,000.* WSLI offers you effective coverage of Jackson—Mississippi's "Double Return" market—at less cost!

*Tabulated from State Tax Commission Reports.

BLUE NETWORK

WEED & COMPANY
NATIONAL REPRESENTATIVES

Guestitorial

MR. PETRILLO'S ATTITUDE

By N. L. ROYSTER

Program Manager, WRRF Washington, N. C.

I HAVE been reading with a great deal of interest the many articles and letters, pro and con, regarding the Petrillo-AFM case, and I'll admit that many times in the past two years I have been temped to write to you on the subject.

I might say to begin with that I am very sympathetic with the Union as a whole, and formerly belonged to a theatrical union, and I think unionism carried on open and above-board, in a fair and square manner, is absolutely justified and a necessity, but I don't think that some of the high-handed methods used by some of the union heads or their stooges are justified.

Platters Scarce

To start with, for many, many years past there has been no real musicians union as we used to know them, due to the fact that vaudeville and musical stock in theatres have passed out of the picture; hence, most of the real musicians of those days are working at permanent positions, although perhaps holding their union cards, which is okay.

But when Mr. Petrillo declares that the fight does not involve a war industry and that recordings have been plentiful, he either is under the influence of some of his union ether, or he is ignorant of the true situation. And when he says, "Had we known there was going to be a War Labor Board we probably would not have started this fight until after the war."

Now, I ask you, isn't that a rather high-handed way of looking at the matter, and isn't it just a bit on the highjacking side of life? No shortage of records, eh? Well, I can tell him that for the past year at our station we have had to play the old-fashioned ten-inch records until people have turned off our station in disgust, and what few new records we have secured have either been black market recordings, or they have paid through the nose to make the new ones.

As to platter-turners, isn't that subject rather nauseating? Isn't it disgusting to think that you have hired capable announcers, only to find that they haven't sense enough to turn a record, but must hire some union musician to turn them? Why in the name of all that is holy should it take a musician to put a record on any turntable? The program and production departments are responsible for the musical settings and selections to be played. It is they who set the musical numbers and still the union says "Your announcers can't put the record on the table, but must have a musician do it."

Announcer Key Man

I think every man in business, or in any position, deserves the best possible break in salary, and I do think that a great many stations in the United States have made a grave mistake by hiring announcers at the cheapest possible price. But there must be some limit to which even radio stations may go.

In my opinion, the radio announcer is the station's first contact with the public. That announcer must be not only a good salesman on the airwaves, but he should have a bit of personality in his voice, and he should know just how far to go in projecting that personality on the listening public. Therefore, the announcer who meets these requirements should be exceptionally well-paid. He's the salesman who sells the advertiser's message to the buying public. He is the real contact man. But I don't think that any announcer, no matter how dumb, needs any musician, union or otherwise, to turn platters for him.

The entire theory of Mr. Petrillo's attitude is wrong. And the funny part of it is that I can't understand just why the WLB has waited so long to clarify a question, when any fair-minded business man could have dissolved the subject long ago, without forcing the radio stations to endanger their position with a public that has been most lenient.

KSLM to Don Lee

KSLM Salem, Ore., on April 1 became affiliated with the Don Lee Network, and with Mutual, as a fulltime outlet, bringing MBS' total number of stations to 221. Station is operated by Oregon Radio Inc. with 1,000 w on 1390 kc.

Value of WFD Discs Is Sought in Query

TO DETERMINE whether or not it is advisable to continue distribution of the sponsorable War Bond disc series, the *Treasury Salute* and the *Treasury Song for Today*, the War Finance Division of the Treasury Dept. is sending to all radio stations a short questionnaire in the form of post cards requesting information on the use of these transcriptions by stations.

WFD hopes to determine from these station reports whether the expenditure of Government funds for the production and distribution of these recordings is justifiable—accounting for greater dividends in War Bond sales; whether from a businessman's viewpoint the discs are worthy of sponsorship; and whether the average listener includes the programs on his list of radio entertainment.

ASCAP Quarterly Melon Reaches All-Time High

ASCAP will distribute to members between $1,450,000 and $1,500,000 for the first quarter of 1944, an all-time high, Deems Taylor, president of ASCAP, told the annual membership meeting last Wednesday at the Ritz-Carlton, New York. Mr. Taylor also reported that ASCAP overhead in 1943 had been cut from 25% to 21%.

At the annual dinner following the meeting, a number of radio personalities were seated at the speakers table, including: M. H. Aylesworth, former president of NBC; A. L. Ashby, NBC vice-president and general counsel; FCC Chairman James Lawrence Fly; Isaac D. Levy, chairman of the board, WCAU Philadelphia, and a director of CBS; Frank E. Mullen, NBC vice-president and general manager; Edward J. Noble, Blue network chairman of the board; Mark Woods, Blue president, and Robert Swezey, Blue secretary and counsel.

Clyde Gray

CLYDE D. GRAY, 67, of Pelham, N. Y., retired chief engineer of J. G. White Engineering Corp., New York, died March 29 in New Rochelle Hospital after a long illness. Associated with the firm from 1901 until his retirement in 1940, Mr. Gray designed electrical machinery and equipment, including power stations for radio companies such as Marconi Wireless Telegraphy Co. of America, and RCA. He was at one time vice-president of the New York Engineering Society, and was a fellow of the American Institute of Electrical Engineering. He leaves a widow and a daughter.

Revlon Shifts

REVLON PRODUCTS Corp., New York, which discontinued its Gertrude Lawrence show, *Revlon Theatre* on the Blue network, Sunday, 10-10:30 March 26 after a 26-week run, has shifted its account from William H. Weintraub & Co., New York, to McCann-Erickson Inc., New York, it was announced last week. There are as yet no definite plans for further radio.

WLAP
LEXINGTON, KENTUCKY
KFDA
AMARILLO, TEXAS
WCMI
ASHLAND, KY.-HUNTINGTON, W. VA.
WBIR
KNOXVILLE, TENNESSEE
•
4 GROWING MARKETS
GROWING STATIONS
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

THE SPONSORS SAY: . . . THE FEATURES PAY!
—and pay big on . . .
WTVD
Durham, North Carolina
. . . THE LATEST COUNT IS 176 SPONSORED UNITED PRESS NEWSCASTS AND FEATURES WEEKLY!
(Incidentally, United Press isn't paying for this ad)
. . . If you want to reach 3 of the world's mightiest military bases . . . contact direct—
THE COASTAL BROADCASTING COMPANY, INC., NEW BERN, N. C.

5000 WATTS • DAY AND NIGHT
WJW 850
The Blue horizon in Northeastern Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND
Represented Nationally by HEADLEY-REED CO.

TIE UP THE MONTANA MARKET
CARRYING ALL CBS MAJOR PROGRAMS
KGVO
MISSOULA • MONTANA

AP
WBRY, Waterbury, Conn.
. . . think your Telescript presentations are excellent and most helpful in the sale of the fine Telescript features on The AP radio wire.
E. J. Frey
Station Manager
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

KXOK
ST. LOUIS 630 KC.
5000 Watts Full Time
BLUE NETWORK
Represented by John BLAIR & CO.

Industry Acts on Manpower

(*Continued from page 7*)

only the highly critical end product war plants would be included, such as landing craft, bombers, radar and equally important military equipment.

It was expected that a final listing of these "supercritical" activities will be issued this week and that this list will apply "with force" to registrants under 26.

Jett Submits Report

As BROADCASTING went to press, meetings were being held with WMC Chairman McNutt at which representatives of various government agencies submitted reports to formulate a program for handling occupation deferments of men between the ages of 22 and 26. This program will provide a list of vital war activities and plants for use of Selective Service boards in giving special consideration to requests for continuation of deferment.

At the first of the meetings on Thursday, Commissioner Jett submitted a report on behalf of the common carrier which, he stated, also applied to broadcasting. He explained that shortage of time prevented preparation of detailed manpower data on the industry.

Appearing as chairman of the Coordinating Committee of the Board of War Communications, Mr. Jett urged that the non-common carrier services, including broadcasting, as well as the telephone, telegraph and other common carriers, "be given full and sympathetic consideration in adopting policy with respect to deferments in critical occupations".

In his presentation covering domestic communications, Mr. Jett asked that whatever considerations are given to men under 26 should not weaken the protection for men over 26 in these critical occupations. He relayed the Board's position that deferments be handled on an individual basis. "The primary consideration should be the job the man does and the situation of the company and the community where he is employed," he said.

Instructions to local draft boards to proceed with the induction of men under 26 in occupationally deferred classifications were issued previously by Maj. Gen. Lewis B. Hershey, director of Selective Service. In directing State directors to begin review of these registrants "without regard to existing deferment termination dates," he stated that under the new procedure authorization has been given to the war agencies to designate representatives in each State to endorse special requests for deferment of key registrants under 26 engaged in war activities other than agriculture.

The procedure provides that if the State Selective Service Director accepts the deferment recommendation of procurement agency representative, he will forward the 42-A special form to the appropriate local board. When the local board receives this form it will consider the registrant for deferment or reopen the classification even though the registrant has already been classified as available for service.

"The procedure," Gen. Hershey advised, "is effective immediately and will apply although new lists of war activities and establishments are not yet available to the State Directors. It is contemplated, however, that the procurement agencies will furnish a new list of war activities and a list of establishments within those activities in which key registrants under the age of 26 may be considered for occupational deferment to Selective Service within the near future.

"When the list of war activities and the establishments within those activities have been issued to State directors they will constitute the only activities and establishments in which registrants may be considered as exceptions to the general restriction against the occupational deferment of registrants under the age of 26 ordered by the Selective Service Feb. 26."

Preparing Bill

With regard to men now classified as available for limited military service only in Class 1-A-L, or as unfit for any military service, Gen. Hershey stated it was intended to permit them to be classified into Class II-A or II-B if they are contributing to war production or in support of the war.

Meanwhile, Congress considered legislation to draft an estimated 1,000,000 4-F's now in non-essential jobs into non-combat work battalions. Robert P. Patterson, Under-Secretary of War, testified before a House Military Affairs subcommittee under Chairman Costello (D-Cal.) that an amendment to the Selective Service Act would be desirable to place such men in an enlisted reserve for war work. He suggested that 4-F's now in essential activity could be given occupational deferments and be retained in their present jobs.

Chairman Costello announced on Thursday that his committee would present a bill to the full committee in about two weeks embodying Mr. Patterson's recommendations. The measure would provide for auxiliary battalions, with administration of industrial replacements under local draft boards.

One provision of the bill would carry out a suggestion made by Mr. Patterson looking to induction later of men up to 28 or 30 now classified as occupationally deferred. This amendment would call for the gradual stepping up of the non-deferrable age group as the men under 26 are inducted and their replacement by 4-F's.

A cursory survey of the age composition of men employed in broadcasting indicates that more than 50% of the technical staffs are of draft age and that about 10% are under 26. In one Washington station, 21 of the 23 technicians are under 38 and two are under 26. An estimate based on a year-old survey of NBC's engineering employes in New York shows 180 of its 420 employes between 18 and 38 and 37 between 18 and 26.

VISITORS AT WLW Cincinnati last week were Ann Wright (left), time buyer for J. Walter Thompson Co., and Lennea Nelson, who manages the timebuying department for the agency. They were greeted by Robert E. Dunville, vice-president of Crosley Corp. and assistant general manager of the broadcasting division. Accompanying the visitors from New York was Eldon Park of WLW's New York office.

Ernst Appointed

APPOINTMENT of Hugh Ernst as acting general manager of WAAC Fort Myers, Fla., was announced last Friday by Ronald B. Woodyard, president of WAAC and general manager of WING Dayton. Mr. Ernst, who succeeds James Turner, was for many years associated with the National Cash Register Co., Dayton, with NBC Chicago and New York, and for the past year he has been on the sales force of WAAC.

BRITISH COLUMBIA
LAND OF OPPORTUNITY
Leading By Every Survey
CJOR
VANCOUVER, CANADA
J. H. McGILLVRA (U.S.)
H. N. STOVIN (CANADA)
NOW MORE THAN EVER 1ST

DUAL EVENT it was for G. A. (Dick) Richards, when KMPC moved from Beverly Hills, Cal., to new studio building at 5939 Sunset Blvd., Hollywood, on March 19. It was also his 55th birthday. On hand for the occasion were (l to r, front row), Leo J. Fitzpatrick, vice-president and general manager of WJR Detroit; G. A. (Dick) Richards, president of WJR WGAR KMPC; Carl George, director of operations, WGAR Cleveland; (back row), John Patt, vice-president and general manager of WGAR; Owen Uridge, asst. manager of WJR Robert O. Reynolds, v-p and of KMPC; Eugene Carr, executive assistant to Mr. Richards.

SUMMER PROGRAMS BEING SCHEDULED

SUMMER plans for at least three network programs are now pretty well set. Jack Benny will not go on the air for his new sponsor, American Cigarette & Cigar Co., until the fall. American Tobacco Co., AC&C parent company, will fill his Sunday 7-7:30 p.m. NBC spot June 4 with *Your All Time Hit Parade*, which vacates the Friday 8:30-9 p.m. spot on NBC. AC&C discontinues *Believe It Or Not* on Mutual Friday, 9:15-9:30 p.m. on April 14.

Effective July 5, Bristol-Myers Co. will replace Eddie Cantor on NBC Wednesday, 9-9.30 p.m. with Alan Young, formerly of CBR Vancouver. *Duffy's Tavern* has been renewed for 52 weeks on the Blue, effective Oct. 10. Program will take a 13-week summer hiatus starting July 4. Pepsodent Co. will replace Bob Hope on NBC Tuesday, 10-10:30 p.m. with Charlotte Greenwood, actress, starting June 13.

Offers Video Plan

SUGGESTION that television programming could be advanced with saving of "untold millions" by a temporary non-profit organization, jointly underwritten and operated by all interested groups, was advanced by Gerald Cock, Pacific Coast representative of the BBC, last Friday in BBC's New York office.

CHATTANOOGA

IN THE HEART OF TVA

POWER EMPIRE

WDOD

CBS

5,000 WATTS

DAY AND NIGHT

PAUL H. RAYMER CO.

Spot Sales Is Appointed As KALE Representative

APPOINTMENT of Spot Sales Inc., as exclusive national representatives for KALE Portland, was announced last Thursday by C. W. Myers, president. The action is consistent with the FCC regulation banning dual ownership of stations in the same or overlapping areas. Mr. Myers also is president and principal stockholder of KOIN Portland, CBS outlet.

Following promulgation of the "duopoly" order last fall, Mr. Myers separated the local sales staffs of the two stations and otherwise took steps to make each station a separate operating entity. Both KOIN and KALE heretofore had been represented nationally by Free & Peters, which retains its exclusive KOIN representation. Minority ownership in both stations is held by the Journal Publishing Co., publishers of the *Oregon Journal*. The newspaper, however, has not been identified with the management of either station.

CBS M&O STATIONS HOLD 3-DAY MEET

NETWORK operating problems were thrashed out in morning round-table discussions during a three-day meeting of the managers of eight Columbia-owned stations, held March 27-29 in the network's New York headquarters with Frank N. Stanton, CBS vice-president, presiding. In the afternoon network executives discussed plans for future operations and answered station operators' questions. At the Monday luncheon session, John Daly, CBS correspondent recently returned from Italy, gave an off-the-record report of the state of the war in that area.

Station managers attending the sessions were: Arthur Hull Hayes, WABC New York; Don W. Thornburgh, CBS Pacific Coast vice-president, representing KNX Los Angeles; Carl Burkland, WTOP Washington; Austen E. Joscelyn, WCCO Minneapolis; Merle Jones, KMOX St. Louis; Harold E. Fellows, WEEI Boston; J. K. Van Volkenburg, WBBM Chicago; A. D. Willard Jr., WBT Charlotte. Thad Holt, WAPI Birmingham, in which CBS owns a minority interest and which is represented by Radio Sales, like the Columbia-owned stations, also attended.

New Federal Post

(*Continued from page 7*)

support for the chairmanship. The same holds for Commissioner Jett, who assumed office as a commissioner on Feb. 15, after having served as an engineering executive of the FCC and its predecessor, the Federal Radio Commission, since 1929.

Numerous Rumors

Commissioner Durr, brother-in-law of Associate Justice Hugo Black, who was named to the Commission in 1941 after having served as general counsel of the Defense Plant Corp. of RFC, then was regarded as the "crown prince" and the likely successor to Mr. Fly. His extreme views, however, are believed to militate against his appointment, particularly with the Administration shift toward comparative convervatism. He is regarded as a disciple of the Vice-President Henry A. Wallace school.

Almost from the start of Mr. Fly's incumbency in 1939, there have been periodic reports of his imminent transfer to another Government post. The FCC, under his leadership, has been one of the most controversial of independent agencies. On both sides of Capitol Hill, but notably in the House, the FCC has been the target of straffing Congressional fire.

Although members of the House Select Committee have denied the reports, it is thought that with Mr. Fly's shift from the FCC, the Committee would be disposed to halt its investigation of the Commission, public hearings on which began last summer.

When Rep. Eugene E. Cox (D-Ga.), violent critic of Chairman Fly, resigned Sept. 30 as Select Committee chairman, it was reported that an FCC reorganization might ensue. Nothing developed, however. Subsequently, with the resignation several weeks ago of Eugene L. Garey as general counsel of the Committee, similar rumors developed.

Legislation Unlikely

Whether an agreement to drop plans for legislation to revise the Communications Act as this session would develop in the wake of an FCC reorganization also was being discussed. In view of the election year and the apparent inability of Chairman Wheeler (D-Mont.) and Sen. White (R-Me.), acting Minority Leader, to get together on a revised version of their bill (S-814), chances for legislation at this session, whether or not the Commission is reorganized, are regarded as slim. It was thought the revised measure might be presented to the full Interstate Commerce Committee this month—after Congress reconvenes April 11 following the Easter recess which began March 31. Mr. Fly has strongly opposed any legislation at this session.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

This is WDRC Hartford . . .

It's the Basic Columbia Station for Connecticut . . . the station that has one low uniform rate for all advertisers—national, regional and local. It's the station that gives you all 3 — coverage, programs, rate!

USE WDRC TO CONNECT IN CONNECTICUT

Hooper proves It's a Bull's-eye!

A Million Prosperous People in Our Primary Plus a Hooper of 91.3% by Day and 80.4% by Night!

1000 Watts WJHL 910 Johnson City Tennessee K.C.

REPRESENTED BY HOWARD WILSON CO.

Dominating Its Community in Public Service!

KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS · National Representatives

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas in TOPEKA

Actions of the FEDERAL COMMUNICATIONS COMMISSION

MARCH 25 TO MARCH 31 INCLUSIVE

Decisions . . .

MARCH 28

WDAK West Point, Ga.—Granted voluntary assignment of license and CP from L. J Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, Effie H. Allen, Aubrey Gay d/b Valley Broadcasting Co. to L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls, and Effie H. Allen d/b Valley Broadcasting Co. Aubrey Gay sells his 5% interest in assignor partnership to Leila A. Duncan for $1 and other considerations.

KBIZ Ottumwa, Ia.—Granted voluntary assignment from J. D. Falvey to KBIZ Inc. for total consideration of $60,000.

WKBV Richmond, Ind.—Granted voluntary assignment from Knox Radio Corp. to Central Broadcasting Corp. No monetary consideration is involved.

KSL Salt Lake City—Granted extension special service authorization to operate with Federal Telegraph tubes instead of two Western-Electric Type 298-A tubes in last radio stage for period ending May 1, 1945.

KEVR Seattle, Wash.—Granted extension special service authorization to permit broadcasting as a public service, without charge, of information to longshoremen at 3:15 p.m. and 6:45 p.m. daily for period 4-1-44 to 5-1-45 or duration of war, whichever is earlier.

KOB Albuquerque, N. M.—Designated for hearing application for mod. CP and license covering same. Pending such hearing, present license extended to operate on 1030 kc, 10 kw, and special service authorization for 770 kc, 50 kw D, 25 kw N, extended for a period not to exceed six mo.

WWDC Washington, D. C.—Granted extension of authority for waiver Sec. 2.53 and Sec. 13.61 of Commission's Rules, so as to permit operation of synchronous amplifier by remote control from main transmitter location for period April 1 to June 1, 1944. Same conditions.

WLOL Minneapolis, Minn.—Designated for hearing application for CP make changes in transmitting equipment and DA, increase 1 kw to 5 kw, using DA-DN.

Calumet Broadcasting Corp., Hammond, Ind.—Designated for hearing application for CP new station, 1520 kc, 5 kw, daytime (Call WHIP requested).

KTHS Hot Springs, Ark.—Granted renewal of license to operate on 1090 kc, 10 kw D, 1 kw N, conditions. Dismissed application extension special service authorization to operate unlimited time, simultaneously with WBAL.

MARCH 29

York Broadcasting Co., York, Pa.—Placed in pending file application for CP new FM station.

WGAL Lancaster, Pa.—Same.

WDEL Wilmington, Del.—Same.

Louis Wasmer Inc., Spokane, Wash.—Same.

National Broadcasting Co., Washington, D. C.—Same.

Associated Broadcasters Inc., Bethlehem, Pa.—Same.

Blue Network Co.—New York—Same.

Havens & Martin Inc., Richmond, Va.—Same.

Keystone Broadcasting Corp., Harrisburg, Pa.—Same.

Nashville Radio Corp., Nashville, Tenn.—Same.

WHDH Boston, Mass.—Granted petition for leave to amend application for mod. license and ordered that application as amended be removed from hearing docket and that hearing set for April 20 be cancelled.

Applications . . .

MARCH 28

Record-Herald Co., Wausau, Wis.—CP new FM station, 46,500 kc.

WCHS Charleston, W. Va.—CP install new transmitter, changes in DA-N, change 580 kc to 640 kc, increase 5 kw to 50 kw, move transmitter.

Beauford H. Jester, Waco, Tex.—CP new standard station, 1230 kc, 250 w, unlimited.

Granite District Radio Broadcasting Co., Murray, Utah—CP new standard station, 1490 kc, 250 w, unlimited.

KARM Fresno, Cal.—Mod. license change 1430 kc to 1030 kc.

KJR Seattle, Wash.—Mod. CP authorizing increase power, install new transmitter and DA-N, for approval transmitter site and DA.

The Middle Tennessee Broadcasting Co., Columbia, Tenn.—CP new standard station, 250 w, unlimited. (Incomplete).

KWAL Wallace, Ia.—Transfer control from Clarence Berger to J. R. Binyon. (Incomplete).

MARCH 29

Durham Broadcasting Co., Durham, N. C.—CP new standard station, 1580 kc 250 w, unlimited.

Rhea Howard, Wichita Falls, Tex.—CP new FM station, 46,500 kc, 12,800 sq. mi. coverage.

Atlantic Coast Broadcasting Co., Charleston, S. C.—CP new FM station, 47,700 kc, 6,400 sq. mi.

Central Broadcasting Co., Des Moines, Ia.—CP new FM station, 46,100 kc, 18,200 sq. mi. coverage.

KXO El Centro, Cal.—License to cover CP authorizing change frequency, increase power and install new transmitter.

Columbia Broadcasting System, Delano, Cal.—CP new international station, 50 kw on 6120, 6170, 9650, 11830, 15270, 17830, 21520 and 21570 kc.

Air-Waves Inc., Baton Rouge, La.—CP new standard station, 1400 kc, 250 w, unlimited.

MARCH 30

WKBV Richmond, Ind.—CP increase 100 w to 250 w, make changes in transmitting equipment and antenna and move transmitter and studio.

University of Southern California, Los Angeles—CP new non-commercial educational station, 42,900 kc, 1 kw, special emission.

Broadcasters Oreg. Ltd., Portland, Ore.—CP new FM station, 48,500 kc, 5,826 sq. mi.

Texas Star Broadcasting Co., Houston, Tex.—Petition reinstate application for CP new standard station, 1230 kc, 250 w, unlimited, amended re antenna changes and corporate structure.

Tentative Calendar . . .

Valley Broadcasting Co., West Point, Ga.—CP new station, 1480 kc, 250 w, unlimited.

WHDH Boston, Mass.—Petition for leave to amend and for removal from hearing docket of application for mod. license to operate with DA after sunset at Gainesville, Fla. on 850 kc, 5 kw, unlimited (DA-N).

NBC's three-tone musical identification is now heard every quarter-hour in the lobby of the NBC Bldg., Radio City.

Network Accounts

All time Eastern Wartime unless indicated

New Business

IMPERIAL TOBACCO Co., Montreal (Sweet Caporal cigarettes) on April 6 to June 29 sponsors *Light Up and Listen*, on 24 CBC Dominion network stations, Thurs. 10-10:30 p.m. Agency: Whitehall Broadcasting Co., Montreal.

GILLETTE SAFETY RAZOR Co. of Canada, Toronto (blades) on May 6 airs the *Kentucky Derby* on 22 CBC Dominion network stations, Sat. 6-6:30 p.m. Agency: Maxon Inc., New York.

JUSTUS CRAMER for Senator, San Francisco, on March 23 started for 8 weeks, political talk, on 16 Don Lee Cal. stations, Thurs. 9:45-10 p.m. (PWT). Agency: Campaigns Inc., San Francisco.

PAY ROLE GUARANTEE Assn., Los Angeles, on Mar. 24 started for 8 weeks, political talk on 16 Don Lee Cal. stations, Fri., 9:45-10 p.m. (PWT). Agency: Cinema Adv. Hollywood.

SHERIDAN DOWNEY for Senator, Los Angeles, on April 19 starts for 4 weeks, political talk, on 16 Don Lee Cal. stations, Wed., 9:45-10 p.m. (PWT). Agency: Smith & Bull Adv. Los Angeles.

CHEMICALS Inc., San Francisco (Vano) on April 23 starts for 52 weeks *Vivian Lane* on 8 CBS Pacific stations, Sun., 5:30-5:45 p.m. (PWT). Agency: Garfield & Guild Adv., San Francisco.

Net Changes

MAIL POUCH TOBACCO Co., Wheeling (cigars, tobacco), on April 10 adds 18 Blue stations to *Counterapy*, making a total of 120 Blue stations, Mon., 9-9:30 p.m. Agency: Walker & Downing, Pittsburgh.

PACKARD BELL Co., Los Angeles (radio equipment), on April 7 shifts *Newsmakers* on 5 NBC Pacific stations, Sun., 3:45-4 p.m. (PWT), to 8 CBS Pacific stations, Fri., 8:15-8:30 p.m. (PWT). Agency: Barton A. Stebbins Adv., Los Angeles.

JERRY KELLY, formerly chief engineer of Northern Broadcasting & Publishing Co.'s chain of Ontario and Quebec stations, has graduated as a second lieutenant in the Royal Canadian Signal Corps.

BILL PIERASKI, former transmitter operator of CKGB Timmins, Ont., is now with the Royal Canadian Air Force overseas.

GEORGE McCURDY, technical supervisor of Northern Broadcasting & Pub. Co., has returned to CKWS Kingston, after making a survey of the company's stations in Ontario and Quebec.

PAUL SHOCK has returned to the engineering department of KMOX St. Louis after serving in the Navy as a lieutenant (jg).

WALTER J. STILES, chief engineer of WEEI Boston, designed and supervised the construction of the new studios and offices of WCAX Burlington, Vt.

PETE WILTJER is a new member of the engineering staff of WJR Detroit.

HERMAN FLOREZ, formerly an engineer at WOR New York, is on special engineering assignment for the U. S. Government in London and is headquartered at the American Embassy. Mr. Florez originally came from Colombia, where he specialized in technical radio.

WAYNE J. HATCHETT has left the engineering staff of KCMO Kansas City, to join the Navy and will begin training at Farragut, Ida. He formerly had been chief engineer at KITE Kansas City, WINN Louisville, and KBIZ Ottumwa, Ia.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
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National Press Bldg., Wash., D. C.

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Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N.W.—Washington, D. C.
Phone: Metropolitan 0540

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

Operator—With first class license, May 1st. Western Pennsylvania 250 watter. State salary wanted. Box 80, BROADCASTING.

Engineer—Having available or able to assemble, equipment to construct five or ten kilowatt standard broadcast transmitter. The Sun Publishing Company, Jackson, Tennessee.

Immediate Opening for announcer. Experience not essential. Give details first letter. Box 77, BROADCASTING.

Announcer—Network affiliated Virginia station has immediate opening for dependable experienced draft exempt announcer. Minimum salary $40.00 weekly. Send references and voice recording if possible to Box 75, BROADCASTING.

Wanted—Engineer for 5 KW CBS affiliate. Experience desirable. Prefer draft exempt if possible. Write Chief Engineer, WKZO, Kalamazoo.

Wanted—Engineer for 5 KW midwestern station. Experience not necessary but desirable. Write Box 64, BROADCASTING.

ANNOUNCER—For basic major network station in New England. Experience, salary, other qualifications first letter. Box 65, BROADCASTING.

Announcer-Engineer — For progressive CBS station in South. $45.00. Box 52, c/o BROADCASTING MAGAZINE.

Combination Chief-Engineer-Announcer — $60.00 with furnished apartment free. Give full details. Box 51, care of BROADCASTING MAGAZINE.

Control Engineer—For 5 KW station in Massachusetts. Must be alert, reliable and draft exempt. State experience and references. Good pay—40 hour week. License desirable. Box 46, BROADCASTING.

Engineer—Capable of developing assembling fully financed 250 watt transmitter and taking general charge in establishing station. Immediate salary, substantial interest. Box 602, Church Street, Annex, New York, N. Y.

Announcer Wanted—In Midwest Capital city, network affiliated station needs experienced announcer operator. Attractive salary and working conditions. Send full details and audition transcription if possible. Write R. L. Rose, KWOS, Jefferson City, Missouri.

CBS Affiliate—In beautiful New England University city needs experienced announcer. Prefer family man who is interested in permanent position at good salary. Unlimited opportunity to advance. Station is largest in area with no competition. City is non-industrial so living expenses are moderate. If interested write Box 26, BROADCASTING, giving qualifications and draft status. An interview will be arranged.

West Texas Regional station has openings for two Transmitter Operators. Write KTSM, El Paso, Texas.

Sponsor Wanted—J. B. and Mae—Comedy team. Radio experience. Write and act. Own script for homey, quixotic story of married life with appeal to daytime audience. Box 106. BROADCASTING.

Radio Business Consultant has available weeks May 21, June 25 & Oct. 29. Box 107. BROADCASTING.

Southern California station will entertain applications from experienced transmitter engineers. Specify class of license, draft status, and salary expected. Box 113, BROADCASTING.

Help Wanted (Cont'd)

Engineer or Draftsman—For position in consulting office, Washington, D. C. State detailed qualifications in reply. Box 89, BROADCASTING.

WANTED—Transmitter Engineer holding radiotelephone first license for 5 KW mid-west station. $42.50 week and eight, or more hours overtime. Supply outline or experience, education, draft status, and enclose a snapshot. Address Box 90, BROADCASTING.

Chief Engineer—Progressive 250 watt station with plans for 3 Kw F.M. Permanent position with present and post war opportunity. Detail previous experience, age, draft status and salary expected. All replies confidential. Box 91, BROADCASTING.

Transmitter Engineer—Southeast Coast 5 KW regional station. Experience and Draft exempt not essential but desirable. Must be reliable. State experience and references. Address Box 105, BROADCASTING.

Needed Announcer for clear channel kilowatt. Box 99. BROADCASTING.

Engineer-Draftsman—By Consulting Radio Engineering firm. Write Box 98, BROADCASTING.

FLORIDA—NEED GOOD COMBINATION ANNOUNCER AND CHIEF ENGINEER, DRAFT PROOF, RELIABLE MAN OR WOMAN. STATE QUALIFICATIONS, SALARY DESIRED, AND ENCLOSE RECENT, FULL-LENGTH SNAPSHOT. BOX 93, BROADCASTING.

ENGINEER—Local NBC affiliate has immediate opening for draft-exempt First Class Transmitter Operator capable of assuming duties of Chief Engineer if Chief is drafted. Living quarters available for single man. Detail experience, references, expected earnings, snapshot first letter. WSAV, Savannah, Georgia.

Announcer wanted—(No $60.00 a week men, please—have tried them and no go) if you're looking for a job and not a position, where salary is based on ability to produce. Write or wire stating all. We're a Blue affiliate moving into new studios soon. Pleasant working conditions—living expenses reasonable no war industry area. Also need 1st or 2nd class operator. No experience necessary but but must be willing to learn and fast. And do more than just keep log. No chief engineers please—we have a good one. Box 108 BROADCASTING.

Situations Wanted

Young Man—20, Classified 1C, seeks announcing position. Inexperienced but ambitious. Graduate of Boston Announcing School. Write James Rood, Terryville, Conn.

Woman—Two years experience, writing, producing Army programs, seven years social service background—has idea—. BOX 94. BROADCASTING.

Excellent writer, capable announcer, some production. Desire opportunity to work into production management. Sober, reliable 4 F. Box 92. BROADCASTING.

ANNOUNCER—Experienced, age 25, Army discharge, single. Want to work into programming. Any locale, start immediately. Box 88. BROADCASTING.

PROGRESSIVE STATION OWNERS—Can you use a "Musical Clocker" for a two hour show Mon. thru Fri. 7-9 A.M., a sensational program, bringing fame and profits, to your station. Salary One Hundred Dollars. Box 83. BROADCASTING.

Women's Program—By outstanding feminine personality. Natural for retail sponsorship or for participating show. Sponsored past year by furniture store on major Blue outlet. Available April 15. Box 102. BROADCASTING.

Situations Wanted (Cont'd)

A Sales Executive, thoroughly experienced in Radio Broadcasting desires change. Will consider only network affiliated station or an outstanding agency where opportunity to increase earnings will be provided in return for honest effort. Give full particulars in reply to Box 103. BROADCASTING.

CAPABLE YOUNG MAN, Chicagoan, draft exempt, college education, speaks German and French, desires permanent position as assistant to Radio executive or in continuity department. Box 104. BROADCASTING.

Newscaster-Announcer—Five years experience; married; draft exempt; now employed. Box 84. BROADCASTING.

RADIO EXECUTIVE-FEATURE WRITER have handled Promotion, Publicity, Programming, Public Relations, Public Speaking. Young woman, free to travel. Available May 1. Box 85, BROADCASTING.

STATION MANAGER—Radio Executive seeks local station which needs intelligent, progressive leadership. Young — 4F (medical discharge). All inquiries answered. Box 86, BROADCASTING.

Versatile Man? Announce, News, Emcee, Act, Misc. Program Ideas, Human interest. Originality. Newspaper, Theatre, Radio background. Non draft. Details first letter, please. Box 87. BROADCASTING.

Transmitter-Engineer—1st class license desires permanent position in South—available immediately. Thoroughly experienced—major network. Box 82. BROADCASTING.

EXECUTIVE—Eleven years radio experience as Regional Network Sales & Promotion Manager — Station Manager — Sales Manager. Desires permanent connection as Station Manager or Sales Manager. Location immaterial—Draft deferred—Family man—32 years old—excellent references. Available immediately. Box 81, BROADCASTING.

Station Manager—15 years radio-newspaper experience. Thoroughly familiar with programming, selling and administrative work. Now employed manager local network station in major market. Married with family, age 37½, 3-A. Box 79, BROADCASTING.

PROGRAM DIRECTOR—Now employed but desiring a change. 4F. Prefer Midwest. Box 74, BROADCASTING.

Station Owners! Bring youth, progress, radio knowledge, business ability to your station with draft exempt manager. Excellent reason for desiring change. Confidentially, let's confer. Write Box 60, BROADCASTING.

EXECUTIVE—Twelve years radio experience in program production, direction, writing with top organizations. Desire East, West Coast, or Chicago agency, network, or station connection. Draft exempt. Age: 30. Salary requirements: $7500. Excellent references. Box 41, BROADCASTING.

Wanted to Buy

CASH ON THE LINE—For equipment for 250 or 1000 watt station. Also interested in buying towers. Box 7, BROADCASTING.

WANTED TO BUY IMMEDIATELY—250 or 1000 watt complete broadcast setup. Studio, transmitter, tower, etc. Will be interested in any part of this equipment or all. Wire or write Box 97, BROADCASTING.

Interested in 100-250 watt transmitter, accessories including tower. Give complete statement of equipment, age, condition, price, location, availability. Address Box 96, BROADCASTING.

Five or ten kilowatt transmitter, any FCC approved make. Cash on delivery, Sun Publishing Company, Jackson, Tennessee.

Complete equipment for 250 watt standard station, except tower. Address Radio, Box 200, Shelby, N. C.

Want to buy 250 or 1 KW transmitter; also portable recording machine; modulation monitor and frequency monitor. Address: P. O. Drawer 943, Greenwood, Mississippi.

EQUIPMENT WANTED—5 kilowatt late model RCA or W. E. broadcast transmitter, phase monitor, two 200 foot towers. Box 4, BROADCASTING.

Wanted—Approved modulation monitor, either new or one that can be repaired. Box 76, BROADCASTING.

For Sale

Hammond Organ—For Sale Complete $2500. KBUR, Burlington, Iowa.

Charles Frederick Stein 7 foot Studio Grand Piano in good condition. Appraised value $1800.00. Wire or write offer. Box 78, BROADCASTING.

Miscellaneous

Obsolete studio control equipment rebuilt to your specifications, subject to W.P.B. restrictions. Box 101, BROADCASTING.

OPEN: A Good Job for a CHIEF ENGINEER

HERE'S WHY. Our present Chief Engineer, who has been with us for about ten years, is leaving soon because of ill health. We both dislike the fact, but it is necessary and unavoidable.

WHAT WE NEED. First, a man thoroughly experienced in all phases of AM operation, preferably with a regional station with a complicated directional system. Second, a steady, level-headed person with executive ability, because we are a growing organization with more than one station. Third, a man interested in FM and Television, with a record of experience or study in either or both.

WHERE. We are located in a moderate sized mid-western city, which is an important radio market. If you would like more information, please mail a brief history of your experience and two or three references. If it seems advisable, we can then get together and discuss in greater detail.

BOX 50—BROADCASTING

SEASONED SALES EXECUTIVE

. . . widely known in the industry. Now employed, seeks position as general or commercial manager, or as station or network representative. Ten-year record of accomplishment includes every phase of the industry, from program planning through announcing and production. Complete knowledge of the mechanics of broadcasting and all related problems. College trained, draft exempt. If you have an opening, talk it over with this man. He can do a real job for you. Opportunity paramount. Will locate anywhere. Address Box 100, BROADCASTING MAGAZINE.

WANTED

Junior Announcer

Man or Woman to Assist Chief Announcer, and to Learn Control Operation, in Mid-Western College Studio with 50,000-Watt Commercial Outlet.

Salary—$140 per Month

Send Record of Voice, Photograph, Statement of Draft Status, and Outline of Educational Background to

Box 95, BROADCASTING

INAUGURAL of the *Esso Reporter* on WSPA Spartanburg, brought 300 Standard Oil officials, dealers and radio executives to the South Carolina city last Monday. Above (l to r) Walter J. Brown, vice president of WSPA and WORD, on leave as assistant to War Mobilization Director James F. Byrnes; J. W. Kirkpatrick, WSPA manager, and Roger Peace, former South Carolina senator and owner of WFBC Greenville. At left: Don J. O'Brien, radio director, Standard Oil of New Jersey and Jack Miller, advertising manager of Standard Oil, who was principal speaker at the ceremonies.

Third Anniversary Fete Is Celebrated by WSPA

OBSERVING jointly the third anniversary of WSPA and the inauguration of the *Esso Reporter*, some 300 Standard Oil Co. officials and dealers attended a banquet in Spartanburg March 27, with Jack Miller, advertising manager of Standard Oil Co. of New Jersey, as the principal speaker.

Walter Brown, vice-president of Spartanburg Advertising Co., operating WSPA and WORD, now on leave as assistant to James F. Byrnes, director of War Mobilization, presided. Among those who attended were S. H. Giellerup, partner, Marschalk & Pratt, Standard Oil agency, New York; John Allen, Marschalk & Pratt; Don J. O'Brien, radio director, Standard Oil Co. of New Jersey; Roger Peace, former South Carolina Senator and publisher of the *Greenville News-Piedmont*, operating WFBC; B. T. Whitmire, manager of WFBC; Don S. Elias, WWNC Asheville; John Rivers, WCSC Charleston; Ed Spencer, George P. Hollingbery, radio station representative; Maj. Gen. D. S. Wilson, commanding officer of Camp Croft, near Spartanburg.

Schonbrunn Appoints

S. A. SCHONBRUNN & CO., New York, has appointed Roy S. Durstine Inc., New York as advertising agency for Savarin Coffee, effective April 1. Present schedule of transcribed announcements on six or seven Eastern outlets will be continued.

LT. JOHN BULKELEY, PT boat hero, who has consistently declined to appear on the air, was heard for the first time on WHN New York last Friday, just before going overseas.

Symphony Premiere

WESTERN Hemisphere premiere of Dmitri Shostakovich's Eighth Symphony, was given by the New York Philharmonic-Symphony last Sunday, April 2, on CBS and the Canadian Broadcasting Corp. The program was also rebroadcast to Latin America. On Sunday, April 9, the performance will be rebroadcast over CBS shortwave stations to Europe, and with the cooperation of the Office of War Information, will be picked up and relayed by United Nations Radio Algiers in North Africa and by Radio Bari in Italy. The OWI also is having records made for rebroadcast by the BBC in England. The Philharmonic-Symphony is sponsored by the U. S. Rubber Co. Agency is Campbell-Ewald Co., New York.

Woodmen of World and WOW Request Rehearing in Order Canceling Lease

WOODMEN of the World Life Insurance Society and Radio Station WOW Inc. last Thursday filed with the Nebraska Supreme Court petitions asking the tribunal to rehear and set aside its March 10 decision canceling the 15-year lease on WOW entered into a year ago between the Society and the corporation. The court, in a 4-3 opinion, had reversed the District Court.

WOW Inc., of which John J. Gillin Jr. is president and general manager, asserted that the lease should not have been canceled because:

(1) The court has already ruled that Gillin and his associates were not involved in fraud of any kind.

(2) Only Federal courts have jurisdiction of litigation involving radio broadcast licenses.

(3) The court's March 10 decision was unconstitutional under both the U. S. and State Constitutions.

As to adequacy of the lease payments, the Gillin brief held that the Society had never hoped to realize over $850,000 from outright sale. Under the lease and rental payments over the 15-year period, the Society would receive more than $1,400,000, it was held.

Cites 27 Reasons

WOW Inc.'s brief also pointed out that the court ignored the testimony of a number of nationally prominent broadcasters who had testified that the lease was a sound and fair deal for both the Society and the new corporation.

The Society's brief set forth 27 reasons why the Supreme Court should vacate its March 10 decision and insisted that the court had substituted its judgment for the judgment of the board of directors on the question of adequacy of consideration.

Woodmen stated that if the Society continued to operate WOW, it would "imperil" the Society's fraternal and financial status. Further, if the Society attempted a "different disposition" of the station, the deal would involve further prolonged litigation. Finally, it was contended that if the Society junked the station, it would subject itself "again to complaint by an uninformed member".

The Society's brief also contested the court's assumption of jurisdiction in litigation involving a Federal broadcast license and likewise questioned constitutionality of the March 10 opinion. The Society pointed out that the opinion leaves it holding the station's physical equipment with no Federal license to broadcast, and that WOW Inc. now possesses a Federal permit to broadcast but has no physical equipment.

The litigation was instituted over a suit filed in District Court by Dr. Homer H. Johnson, of Lincoln, a Woodmen policyholder, who claimed the lease was unfavorable to the interests of the Society. Dr. Johnson lost his suit in the District Court and appealed to the Supreme Court.

Fred R. Ripley Named WPRO General Manager

FRED R. RIPLEY, for 11 years vice-president of WSYR Syracuse, has been named general manager of WPRO Providence, it was announced last week by William S. Cherry Jr., president of Cherry & Webb Broadcasting Co. Mr. Ripley succeeds the retiring manager, William T. Bush.

A veteran of 17 years in radio, Mr. Ripley has been vice-president of WKNE Keene, N. H., and treasurer of WTRY Troy. He is a native of Cleveland, O., and worked for a number of years as a reporter and columnist on the Cleveland *Press*. In World War I Mr. Ripley was a top sergeant and later wrote a book of verse, *Songs for a Soldier*. During his residence in Syracuse, Mr. Ripley lectured for nine years at Syracuse University's Radio Workshop, and served three years as president of the Syracuse Symphony Orchestra.

Mr. and Mrs. Ripley have moved to Providence to establish their residence there.

Falstaff for Falstaff

FALSTAFF BREWING Corp., St. Louis, on Monday, April 3 starts a quarter-hour program on 38 midwest stations of the Blue network, featuring Allan Reed, know to radio listeners as "Falstaff Oppenshaw". Series is titled *The Falstaff Show* and will be heard Monday, Wednesday and Friday, 10-10:15 p.m. originating from New York. Mr. Reed continues on the CBS-*Texaco Show* with Fred Allen. Agency is Dancer-Fitzgerald-Sample, Chicago. (See Falstaff sports story on page 22.)

Drawn for BROADCASTING by Sid Hix

"Where Can I Get Some 110 Volt 60 Cycle Alternating Current?"

When It's Round-Up Time In "The Texas Rangers"

They came from near and far—from war plants, the armed services and the entertainment fields—KMBC's nationally famed "The Texas Rangers!" It's been round-up time for the boys with the white hats, for all America has demanded more of the tunes that keep 'em singing on the home front. Yes—"The Texas Rangers", better than ever, have added many new numbers to what already has been radio's finest transcribed library of favorite western tunes. Let us tell you how you can qualify for the exclusive right to air "The Texas Rangers" in your territory. Here's the answer to talent shortage problems!

The Texas Rangers

LIBRARY

An Arthur B. Church Production—Write George E. Halley, Pickwick Hotel, Kansas City 6, Missouri